26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION DECEMBER 31, 1956 35¢ PER COPY

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20.2% Drug Dominance

Market figures prove families living in WXEX-TV Grade B area spend 20.2% more on drugs* than families in Grade B area of any other RICHMOND market TV station

* Cosmetics, toiletries, hair preparations, packaged medications
Source: Sidney Hollander Associates

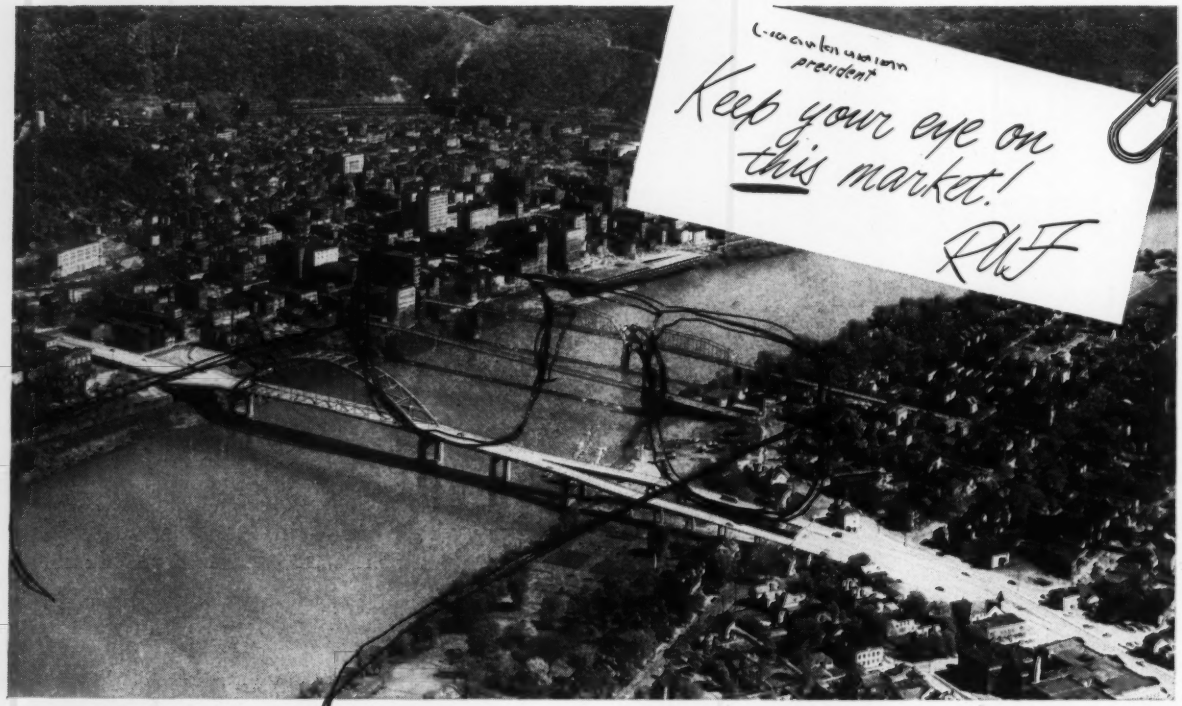
Amount Spent on Drugs by Grade B Area Families

WXEX-TV $12,205,000
Station B $10,130,000
Station C $10,155,000

WXEX-TV

Tom Tinsley, President NBC BASIC—CHANNEL 8 Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.



The Wheeling Market is one of the fastest growing markets in AMERICA

The Magazine of Wall Street says "In this Valley of the Ohio history is being written." Fortune observes, "... the Ohio boom is still in its infancy." For YOU it means increased sales by using the dominant advertising medium in this rapidly-expanding industrial heartland, WTRF-TV, Wheeling.

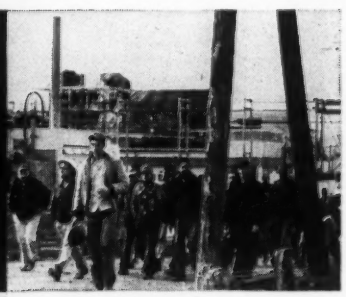
18 out of 25

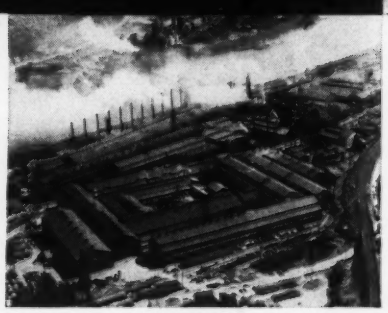
The November A.R.B. in the Wheeling-Steubenville metropolitan area gives WTRF-TV 18 of the 25 most popular shows. (These figures are only for WTRF-TV and its "other network" competition.)

"a station worth watching"

WTRF-TV

Wheeling 7, West Virginia





For availabilities and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager. CEdar 2-7777

NBC

316,000 watts

Equipped for network color

reaching a market that's reaching new importance!

This map is charted in proportion to the net effective buying income for the counties included in the new KGUL-TV coverage area.

KGUL–TV'S NEW SUPER TOWER DELIVERS 1/4 OF TEXAS

KGUL's area coverage (with over 600,000 families) encompasses Galveston, Houston and the entire Gulf Coast. The buying power of this area represents 25% of the total buying power of the whole state of Texas. Here is a real Texas-size buy for your advertising dollars.

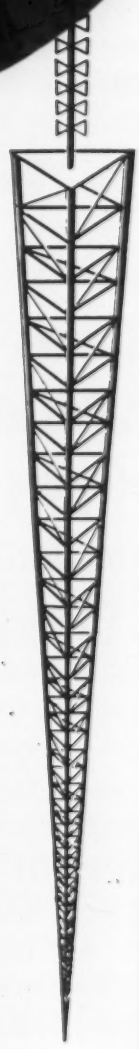
KGUL-TV is the only station delivering a primary city signal to both Galveston and Houston.

	State of Texas	Gulf Coast TV Market	%
Families	2,510,500	611,600	24.36
Effective Buying Income	$12,622,592	$3,258,444	25.81

Source of Figures: Sales Management

Galveston, Texas

Represented Nationally by CBS Television Spot Sales



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KRLD

RADIO • CBS • DALLAS

is the only Full-Time 50,000 Watt Station in the Dallas-Ft. Worth area!

- **ONE ORDER**
- **ONE BILLING**
- **MAXIMUM COVERAGE**
- **MINIMUM COST**

KRLD is the only 50,000 watt station operating in the Dallas-Fort Worth area not sharing its frequency with another station. Complete saturation, morning, afternoon and night, of this rich, rapidly expanding market, plus North Texas and Southern Oklahoma, is yours with just one order . . . on KRLD. Best of all . . . by not having to divide contracts with two stations . . . you earn greater frequency discounts . . . maximum impact for minimum investment.

KRLD is the oldest CBS affiliate in Texas. Southwestern listeners are accustomed to tuning to 1080 for their favorite radio entertainment. Popular regional and top-rated CBS programs consistently make KRLD the No. 1 station for this vast audience . . . one of the highest income groups in the nation. To reach this group completely, effectively and economically, your basic advertising medium choice should be . . . MUST be . . . KRLD . . . Dallas.

KRLD

OUTLET FOR CBS RADIO NETWORK IN DALLAS AND FT. WORTH

Owned and operated by KRLD-TV, televising with Maximum Power from the top of Texas' Tallest Tower, The Dallas Times Herald station, Herald Square, Dallas 2. The Branham Company, National Representatives.

JOHN W. RUNYON, *Chairman of the Board* — CLYDE W. REMBERT, *President*

50,000 WATTS COMPLETELY SATURATES THE GREAT SOUTHWEST MARKET

closed circuit

BREAK THROUGH • "Craven Plan" to drop tv table of assignments, thus permitting new tv stations to be assigned where they fit engineering standards, is odds-on favorite for adoption at Jan. 14 special meeting of FCC. Plan (exclusively reported in B•T Dec. 24; see editorial page 90 this issue) probably will be approved by 5-2 or 4-3 vote.

B•T

SINCE B•T's story, important entities—one network, one multiple owner and number of individual licensees—have advised Comr. T. A. M. Craven they go along with proposal to operate simultaneously on uhf and vhf in same market, or go for uhf repeaters, to encourage uhf and stimulate manufacture of all-channel receivers. FCC Broadcast Bureau understood to be 100% for plan but general counsel's office has misgivings over administrative aspects.

B•T

POLICY FACTORS • Here are policy highspots likely to be included in FCC's declaration to drop table of assignments: (1) Emphasis on preservation of tv as free competitive enterprise with minimum government regulation, with development evolutionary, looking toward all-channel receivers, less expensive methods of programming and of station operation; (2) that research program on uhf should continue, frankly recognizing that 12 vhf channels are inadequate and uhf is essential and capable of providing excellent service, if need be with automatic repeaters and higher power; (3) maintain existing mileage separations for immediate future, subject to changes if engineering evidence supports reductions; (4) forfeiture of construction permits which lie fallow; (5) encourage simultaneous vhf-uhf operation and repeaters; (6) equitable allocations guarding against concentration in larger and more attractive markets; (7) priority to educational needs on full showing of plans.

B•T

ELECTION of Sidney Matthew Weiss, executive vice president and treasurer, Lewin, Williams & Saylor Inc., New York, to presidency of agency expected to be announced end of this week. Mr. Weiss fills vacancy created when former president, A. W. Lewin, moved into new slot of board chairman two weeks ago.

B•T

INSIDE OUT? • What's next step in Philadelphia-Cleveland "swap" litigation? There's nothing certain, but indications are RCA-NBC will ask Philadelphia Federal District Court to make public all testimony given grand jury in Westinghouse-NBC exchange. Appearances were made by top executives of both RCA-NBC and Westinghouse Broadcasting Co.

MUTUAL is understood to be completing plans for testing two new network quiz shows described as "the largest quiz and gift giveaways in the history of broadcasting." MBS will conduct test in January on WJOC Jamestown, N. Y., with view toward launching programs—Million Dollar Quiz *and* National Quiz Championship *—on network on 17 times per week basis. More than $1.5 million in prizes reported to have been budgeted for programs, which are based on ideas conceived by Albert H. Morehead, nationally-known games editor of* Encyclopedia Britannica.

B•T

McCANN ON MOVE • McCann-Erickson has good chance to be biggest agency buyer of radio and television advertising in 1957. Agency, which ranked third in broadcast billings for 1956 with $76.4 million [B•T, Dec. 3] is now billing at rate of more than $100 million a year. Two that outstripped M-E in 1956 were Young & Rubicam ($82 million) and BBDO ($80 million).

B•T

REASON for McCann-Erickson's spurt in radio and television buying was, of course, acquisition of major broadcast-minded accounts in 1956. Among them: Coca-Cola, Liggett & Myers, Bulova, Mennen, Chesebrough, Esso, Swift and Nestle.

B•T

KEYT (TV) SALE PENDS • In final stages is sale of ch. 3 KEYT (TV) Santa Barbara for $1.5 million to group headed by Richard C. D. Bell, formerly identified with ownership of KPIX (TV) San Francisco. Mr. Bell heads newly formed Key Television Inc., organized to make purchase, with application to be filed with FCC as soon as corporate aspects are completed. KEYT is affiliated with ABC, CBS and NBC, and has been in operation since 1953. Stockholders who would sell include Colin M. Selph, president-general manager; Harry C. Butcher, owner of KIST Santa Barbara, board chairman; Arthur F. Marquette, retired head of Sherman & Marquette Inc., advertising agency, and Ronald Colman, film star.

B•T

KEYT sale reportedly is premised on desire of certain stockholders to retire and take capital gain. Mr. Bell would personally become directing head and reside in Santa Barbara. His associates not revealed but will include at least two Santa Barbara area residents. Mr. Bell was assistant to president of KPIX Inc., prior to its sale in 1954 by Wesley I. Dumm, majority stockholder, to Westinghouse Broadcasting Co. Agreement said to be $1.5 million for five years or $1.4 million cash.

PLUSH PITCH • Agency and advertiser people can get set, en masse, for big pitch with all trimmings from ABC-TV. Network has reserved grand ballroom of New York's Waldorf-Astoria Hotel for Feb. 13, with obvious expectation of filling it—1,500 to 2,000—for major presentation on ABC-TV's re-energized plans and progress. By something less than coincidence, it's same showplace where TvB scored impressively with similar advertiser-agency audiences in presentations started when Oliver Treyz, now vice president in charge of ABC-TV, was president of TvB.

B•T

WAYNE COY, former FCC chairman and chief consultant on broadcasting to Time Inc., was expected to return home last week-end from hospital in Albuquerque where he had been confined for week because of slight heart seizure. He had attended NBC 30th anniversary convention in Miami Beach fortnight before and had been in middle of Time-Bitner negotiations (B•T, Dec. 24), which presumably brought recurrence of mild angina attack.

B•T

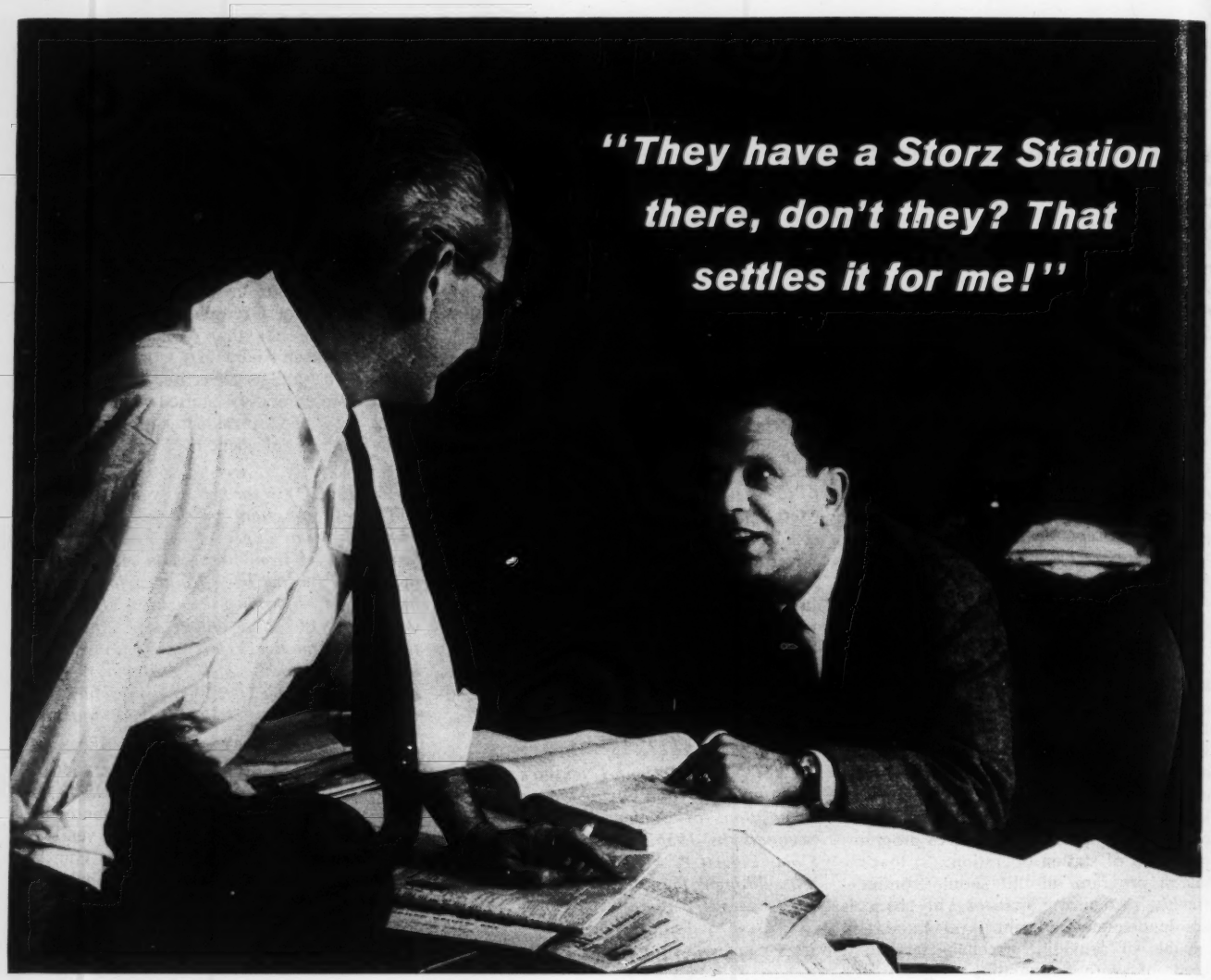
THE GENERAL REGRETS • Brig. Gen. David Sarnoff, RCA chairman who has served federal government on numerous high-level special assignments over years, rejected appointment as chairman of Hungarian Relief. It is understood that when offer was made, Gen. Sarnoff regretfully declined because of pressure of other activities, including Dept. of Justice complaint against RCA-NBC on Westinghouse Philadelphia-Cleveland swap.

B•T

CAMBELL SOUP CO., Camden, N. J., which earlier this year bought Television Programs of America's Count of Monte Cristo *for Puerto Rican showing, plans to look at other film shows for placement in Cuban and Venezuelan markets in about three months. Campbell's international agency, Robert Otto & Co., New York, will not make decision until beginning of client's fiscal year.*

B•T

WAIVER FOR STORER? • Action may come this week or next on new Storer petition to waive multiple ownership rule to allow it to acquire ch. 3 KSLM-TV Salem and move station to Portland to supplant ch. 27 KPTV (TV). Case has been docketed for early consideration and several members of FCC are known to be sympathetic in light of losses now being incurred by pioneer uhf operation. Waiver of rule would preclude necessity of rule-making to change existing regulation limiting vhf ownership to five, and would be premised upon exigencies of pioneer uhf operation in predominantly vhf market and fact that ch. 3 isn't being used in Salem and lies idle.



In any of these 5 important markets... you talk to the big audiences with the "Storz Station!"

MINNEAPOLIS-ST. PAUL . . . with *WDGY* It's very nearly unanimous. Hooper, Nielsen, Pulse *and* a host of Twin Cities advertisers agree: WDGY has the big audience for those big results! See JOHN BLAIR or WDGY GM STEVE LABUNSKI.

OMAHA . . . with *KOWH* Now in its sixth year of first place dominance. Latest Hooper—47.7%. First on latest Pulse and latest Trendex, in all time periods. Contact ADAM YOUNG INC. or KOWH General Manager VIRGIL SHARPE.

KANSAS CITY . . . with *WHB* First per Hooper, first per area Nielsen, first per Area Pulse, first per Metro Pulse. 87% renewal rate among Kansas City's biggest advertisers proves dynamic sales power. See JOHN BLAIR or WHB GM GEORGE W. ARMSTRONG.

NEW ORLEANS . . . with *WTIX* Still rocketing, still in first place, with increasing margins all the time, per latest Hooper. And wait 'til you see that newest Pulse. Ask ADAM YOUNG INC. or WTIX GM FRED BERTHELSON.

MIAMI . . . with *WQAM* It's happened! In less than 3 months of "Storz Station" programming, WQAM has leaped to first in the morning (26.6% average share)...afternoon (32.6%) . . . and all day! Covering all of Southern Florida with 5,000 watts on 560 kc. See JOHN BLAIR or WQAM GM JACK SANDLER.

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President

at deadline

Brown & Williamson Buy Sells Out NBC News

SALE of second half of its forthcoming hourly newscast series to Brown & Williamson Co. [CLOSED CIRCUIT, Dec. 24] being announced today (Mon.) by NBC Radio, which said it booms that network's sales total for December to $7 million net.

Other half of newscast series was sold earlier to Bristol-Myers Co. Each half represents approximately $2.1 million net annual billing to NBC Radio. William K. McDaniel, vice president in charge of radio network sales, said in announcing sellout that it represents largest radio news purchase in history of broadcasting. Series consists of 17 five-minute newscasts daily—7 a.m. to 11 p.m. EST, Monday through Friday—and is to start Jan. 14 as part of overall plan for strengthening NBC Radio sales and programming [B•T, Nov. 12 et seq.].

Sellout of hourly newscasts, coupled with other sales in past few weeks, prompted jubilant network officials to call this period one of biggest, in terms of billings, that network radio has had in years—including plusher pre-tv years. They also noted that these sales support NBC President Robert W. Sarnoff's position, expressed in exclusive interview in B•T Nov. 26, that network radio—certainly NBC Radio—is now on the way up again.

Newscast sale to Brown & Williamson was placed through Ted Bates & Co., New York. Earlier one to Bristol-Myers was through Young & Rubicam. Other sales in $7 million total since Dec. 1, officials said, included orders from Coldene, Lambert Pharmacal, Ex-Lax, Olin-Mathieson Chemical Corp., RCA, Motorola, Liggett & Myers, automotive division of American Motors, Norwich Pharmacal Co., and Kiplinger magazine.

GE Executive Predicts 4% Hike in Tv Set Sales

ALTHOUGH tv set sales tapered off in 1956 to approximately 6.9 million from 7,422,000 in 1955, sales in 1957 will be about 4% over 1956 total, it was predicted yesterday (Sun.) by Herbert Riegelman, general manager, tv receiver department, General Electric Co.

Mr. Riegelman reported that increase in 1957 is expected to result from larger set replacement business, enlargement of multiple set market and further expanson of broadcast facilities. He added that color tv is not expected to be "a demand item" in near future, but will eventually develop into "a significant factor."

In separate announcement, H. Brainard Fanchler disclosed that GE will convert its 175,000 square foot tv picture tube plant in Buffalo to manufacture of transistors early in 1957. He estimated that industry would be producing around 480 million transistors by 1965, or 4,000% more than in 1956.

Murrow Radio Cutback Denied

REPORT that Edward R. Murrow, CBS newsman, would reduce radio broadcasts now sustaining, except for regional advertiser three days per week on West Coast (CBS Radio, Mon.-Fri., 7:45-8 p.m. EST), denied Friday by CBS spokesman who indicated new sponsorship interest in program.

AFTER YOU, ALPHONSE

WHAT WITH dramatic programs searching far and wide for material, it was bound to happen. Two NBC shows, *Kraft Television Theatre* and *Armstrong Circle Theatre*, had been working simultaneously but independently on different scripts based on Divorcees Anonymous, Chicago organization that offers aid in attempting to reconcile married couples considering divorce. When Kraft learned Armstrong already had scheduled play on subject for Jan. 8, Kraft canceled its Feb. 6 program. Armstrong's production unit, Talent Assoc., had contract signed last August with divorce organization while Kraft had sent script writer to Chicago to work out play. Armstrong later learned about conflict when one of its executives heard aired announcement of Kraft's plans, then phoned Kraft which later cancelled its planned production.

Deintermixture Replies Filed, Total Expected to Pass 100

NEARLY 70 reply comments on FCC proposals to deintermix 13 tv markets received at Commission Friday, deadline for replies. Others, in mail, which won't be received until today (Mon.), will probably up figure to 100-plus [B•T, Dec. 10, 3].

Proposed changes were outlined last June [B•T, July 2]. They involve: Springfield, Ill.-St. Louis, Mo.; Hartford, Conn.-Providence, R. I.; Peoria, Ill.-Davenport, Iowa-Rock Island-Moline, Ill.; Norfolk - Portsmouth - Newport News, Va.-New Bern, N. C.; Albany-Schenectady-Troy-Vail Mills, N. Y.; New Orleans, La.-Mobile, Ala.; Charleston, S. C.; Madison, Wis.; Duluth, Minn.-Superior, Wis.; Miami, Fla.; Evansville, Ind.; Elmira, N. Y.; Fresno-Santa Barbara, Calif., and Columbia, S. C.

ABC and NBC were only networks represented among Friday replies. ABC reoutlined plan to strengthen uhf, basis of which are reduced separations, some transfers of existing vhf's and deintermixture. Reply pointed out that with few channel changes "allocation defects in 23 of the most critical problem markets" could be remedied. NBC reported against a counterproposal by ch. 43 WICC-TV Bridgeport to add ch. 3 to Bridgeport as well as Providence, R. I. The original proposal calls for deletion of ch. 3 Hartford, Conn., and its reassignment to Providence.

Those reporting stuck rigidly to their previous positions and attacked comments by others which would adversely affect their interests. There was one change: Joint Committee on Educational Tv withdrew its support of proposal to assign ch. 3 to Providence, claiming it can't be done in keeping with present mileage separation standards.

Welcome to '57 Sold on ABC-TV

DODGE and PLYMOUTH DIVS. of Chrysler Corp. to sponsor special 2½-hour yearend show on ABC-TV tonight (Monday), starting at 10:30 p.m. EST, featuring music of Lawrence Welk and Ray Anthony. Agency: Leo Burnett Co.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 54.

BLAIR PACKAGE • Saturation spot campaign on 35 radio stations represented by John Blair & Co., reported bought by Marlboro cigarettes through Leo Burnett Co., Chicago. It's also understood firm will buy additional stations in other markets. Blair special lineup known as "National Saturation Group." Current buy, on 52-week basis, believed to approximate $750,000.

BEECHNUT BUSINESS • Lifesavers Beechnut Corp. (Beechnut gum) placing 10-second radio spot announcement campaign in about 50 markets starting Jan. 7 for 52 weeks. Spots will run from 50 to 70 per week in each market. Young & Rubicam, N. Y., is agency.

BREEZE BUYING • Lever Bros.' Breeze, N. Y., buying radio spot announcement campaign to start Jan. 13 for four weeks in number of markets. BBDO, N. Y., is agency.

WANTS MATES • Jacob Ruppert Brewery, N. Y., which last year signed $4.8 million contract through Biow-Beirn-Toigo to sponsor all home games of New York Giants baseball club through 1959 season on WPIX (TV) New York and on radio via WMCA New York, reportedly trying to cut down burden of cost by looking for two other advertisers to pick up at least two thirds of sponsorship. Cost is estimated at $1.2 million per season, of which $605,000 is tied up in club rights, rest in time, production and talent. Ruppert agency now is Warwick & Legler, N. Y.

TWO-SHOT EXTRA • Pharmaceuticals Inc. will pick up tab on extension of one-hour *Ted Mack Amateur Hour*, regularly Sundays, 7:30-8:30 p.m. EST, on ABC-TV, to 90 minutes, 7:30-9 p.m. EST, on Jan. 6 and 13 when show will originate in Miami, Fla. Edward Kletter & Assoc., N. Y., is agency.

BACK FOR EIGHTH • American Tobacco Co. (Pall Mall cigarettes) renews *Big Story* on NBC-TV (three out of four Fridays, 9:30-10 p.m.) for eighth consecutive year, effective March 1. It alternates with Vick Chemical. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

'CHOICE' RE-CHOSEN • Borden Co., through Young & Rubicam, and Procter & Gamble, through Compton Adv., renew *The Peoples Choice* on NBC-TV (Thurs., 9-9:30 EST) for 26 weeks, effect Jan. 3. Renewal announced Friday by Irving Brecher, creator-producer at McCadden Productions, Hollywood.

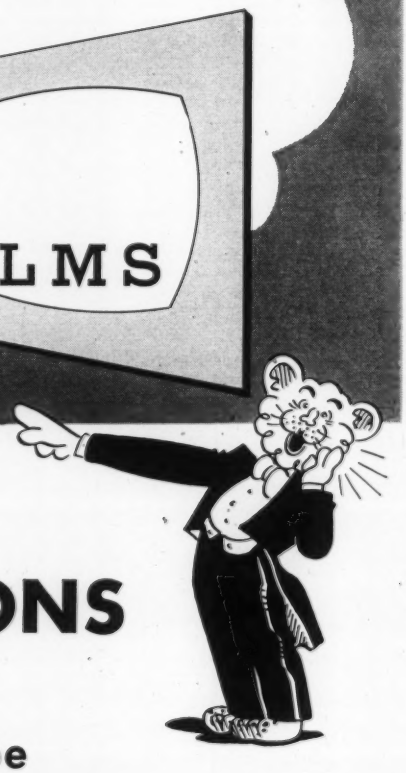
'ALLEN' SALE • Vitamin Corp. of America (Rybutol vitamins and Intracel analegesic) signs to sponsor one-third of four Steve Allen programs on NBC-TV (Sun., 8-9 p.m. EST). Four are Jan. 20, Feb. 17, March 3, March 31. Agency: BBDO, N. Y. With this sale, NBC said, Allen is sold out for first three months of 1957 except for one-third of one show.

Continues on page 9

ALL 4 MEREDITH TV STATIONS

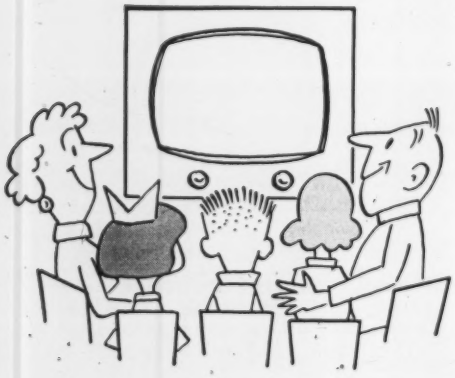
Take Pleasure In Presenting

The MGM FEATURE FILMS



. . . another reason why

MEREDITH STATIONS



continue to be

"One of the Family"

For full details concerning availabilities and rates, please contact the station or its reps.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.-TV: Blair-TV

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

at deadline

$1.5 Million Sales Made By 'Today-Home-Tonight' Trio

SIGNING of 18 advertisers for participations on NBC-TV's *Today*, *Home* and *Tonight* programs representing more than $1.5 million in gross billings reported Friday by Roy Porteous, manager of NBC-TV participating program sales. Described as "second major upswing" in past two months for T-N-T, contracts call for total of more than 200 participations.

Advertisers signing for new or renewed contracts running variously through 1957 include Sloane-Delaware Products Div. of Congoleum-Nairn Inc. (floor coverings) (E. T. Howard Co., agency); Paillard Products Inc. (typewriters, Bolex cameras) (Fuller & Smith & Ross); Yardley of London Inc. (men's toiletries) (N. W. Ayer & Son); Simplicity Pattern Co. (Grey Adv.); Donahue Sales Corp. (Talon zippers) (McCann-Erickson); Evinrude Motors Div. of Outboard Marine Mfg. Co. (Cramer-Krasselt Co.); Edison Electric Institute (Fuller & Smith & Ross); Polk Miller Products Corp. (Sergeant's pet products) (N. W. Ayer & Son); Patterson-Sargent Co. (paints) (D'Arcy Adv.); W. F. Young Inc. (Absorbine Jr. liniment) (J. Walter Thompson); C. H. Musselman Co. (canned apple sauce) (Arndt, Preston, Chapin, Lamb & Keen); Vitamin Corp. of America (BBDO); California Packing Corp. (Del Monte canned fruits and vegetables) (McCann-Erickson); J. P. Stevens & Co. (Bryan Houston); Hess, Goldsmith & Co. Div. of Burlington Industries; Bristol-Myers (Bufferin) (Young & Rubicam); Sterling Drug (Philip's Milk of Magnesia), and National Carbon Co. (Eveready flashlights and batteries) (William Esty Co.).

Santocroce Leaves Ruppert, Heads Compton's Coast Division

THOMAS R. SANTOCROCE, vice president and general sales manager of Jacob Ruppert Brewery (Ruppert, Knickerbocker beers), New York, will join Compton Adv., N. Y., San Francisco and Los Angeles, tomorrow (Tues.) as vice president in charge of west coast operations, Compton President Barton A. Cummings is announcing today (Mon.). Mr. Santocroce will headquarter in San Francisco. He was vice president in charge of merchandising at former Biow-Beirn-Toigo agency before coming to Ruppert in January 1955. Waldo H. Hunt and Norman A. Mork, vice presidents and managers of Los Angeles and San Francisco offices, respectively, will continue in those capacities.

Cone Predicts Advertising Up 10%

BROADCAST and other media will share in a minimum 10% increase for all advertising in 1957, with estimated total over $11 billion, Fairfax M. Cone, president of Foote, Cone & Belding, predicted Friday in business outlook statement. He said outlook is "bright one, barring war," foreseeing large number of new products introduced, ranging from toilet soaps in color and new instant foods to electronic ovens and new Edsel automobile. "Each one of these new products means new distributive activity, new advertising and a greater volume of national production," he commented.

PROXIMITY

WIP Philadelphia had grandstand seat Friday at nine-alarm fire in building next to WIP studios. Station utilized whole staff, including executives and salesmen, to cover. First on scene were Benedict Gimbel Jr., president and general manager, Ralf Brent, vice president, and Gene Milner, personality, who were having meeting when smoke started to come in window. Grabbing tape recorder, Messrs. Gimbel, Brent and Milner had on-the-spot description on air within minutes.

McCaw to Buy Two More; KVOR Sale Also Filed at FCC

AMONG applications filed Friday seeking FCC approval of station sales was $650,000 purchase of KDAY Santa Monica-KCOA (TV) Corona, both Calif., by broadcaster J. Elroy McCaw interests. KDAY is daytimer on 1580 kc with 10 kw (cp for 50 kw). Ch. 52 KCOA was granted in 1953, but has never been on air. Selling stations is KOWL Broadcasting Co., J. D. Funk, president [B•T, Nov. 12]. KOWL balance sheet as of Oct. 31 showed total assets of $197,922 of which $33,310 were current; total current liabilities of $39,660, and deficit of $43,398. From last Jan. 1 to Oct. 31, company had net loss of $60,637, balance sheet showed.

Also filed: $142,000 sale of KVOR Colorado Springs, Colo., by Riggs & Greene Inc. Purchasing group is headed by Charles Dunbar, sales manager of WERE Cleveland, Ohio. Riggs & Greene balance sheet (Oct. 31) showed total assets of $149,975 ($25,655 current), current liabilities of $13,857 and deficit balance as of June 30 of $4,718. From that date until date of balance sheet, company had net loss of $6,279, application showed.

TvB Mulling Data Expansion

POSSIBILITY of compiling network tv expenditures on regular basis by advertiser and by brand—as complement to TvB's reports on spot tv spending—will be explored by TvB research committee at meeting announced Friday for Jan. 3 in New York. If it proves feasible, TvB would like to show advertisers' network expenditures by quarter, and figures by advertiser and by brand on annual basis.

Committee is headed by Melvin A. Goldberg, Westinghouse Broadcasting Co. Other members: Dr. Thomas E. Coffin, NBC; C. Wrede Petersmeyer, KOTV (TV) Tulsa; Daniel Denenholz, Katz Agency; Jack Burney, WBTV (TV) Charlotte, N. C., and Dr. Leon Arons, TvB research director.

Horwich, NBC-TV Part Ways

DR. Frances R. Horwich, founder and conductor of *Ding Dong School* on NBC-TV (Mon.-Fri., 10-10:30 a.m. EST), announced last Friday that NBC has released her from her contract and has relinquished to her all its interests and rights in *Ding Dong School*. Final program was carried on NBC-TV Friday, and future plans for show will be announced shortly.

PEOPLE

LESTER A. SWENSON and **ROBERT W. YOUNG JR.**, respectively account executive and account supervisor, Kenyon & Eckhardt, elected vice presidents. Mr. Swenson formerly was with Lewin, Williams & Saylor; Mr. Young with Golden Gift Inc. (fruit juices) as vice president, and before that, brand manager with Procter & Gamble.

LEONARD H. GOLDENSON, president, American Broadcasting-Paramount Theatres, appointed a director of Advertising Council. He fills vacancy left by resignation of former ABC President Robert E. Kintner.

• BUSINESS BRIEFLY

Continues from page 7

TV FOR ROLAIDS • American Chicle Co. (Rolaids), N. Y., placing television spot announcement campaign starting Jan. 7 for 26 weeks. Ted Bates & Co., N. Y., is agency.

CHICLE CAMPAIGN • American Chicle Co. (gum), N. Y., through Dancer-Fitzgerald-Sample, N. Y., buying one-minute television spot announcement campaign which starts Jan. 1 for 20 weeks.

MEDIA TEST • Monarch Wine Co. (Manischewitz wines), Brooklyn, N. Y., conducting unusual 6-month campaign in Syracuse, Toledo, Allentown and Norfolk, testing combined effectiveness of newspaper-broadcast advertising as against broadcast advertising only. Manischewitz on Oct. 1 launched exclusive radio-tv drive, and now will supplement drive by adding printed copy. Agency: Emil Mogul Co., N. Y.

SPUD TESTS • Philip Morris Inc.'s new Spud (menthol-tipped filter brand) expected to make first use of spot radio after Jan. 1 in several test markets, among them Dallas, Detroit and Atlanta. Agency: Ogilvy, Benson & Mather, N. Y.

EVEREADY READY • National Carbon Co. (Eveready batteries), N. Y., through its agency, William Esty & Co., N. Y., requesting availabilities for radio spot announcement campaign to begin Jan. 21 for 15 weeks, five spots per week on each station.

SHIRT DRIVE • Mat-Nast Inc. (clothing manufacturers), Kansas City, newest account at Lewin, Williams & Saylor, N. Y., will launch market-by-market radio-tv spot drive for its bowling shirts at end of January. Mat-Nast's campaign will get underway in Madison, Wis., and will hit such cities as Indianapolis, Rochester, N. Y., and Detroit before culminating pre-bowling season drive this summer with lineup of nine major markets.

BIG PLANS • General Cigar Co. planning "big television drive" for its Corina cigars in 1957, through Edward H. Weiss & Co., Chicago (formerly Weiss & Geller Inc.). Perk Dog Food Co. mapping introductory campaign in tv and newspapers in selected markets for its new Peak dog food product also early in year through same agency.

DOG FOOD SPOTS • Forst Packing Corp. (Friends canned dog food), Kingston, N. Y., in line with move to expand distribution, plans use of spot radio for 13-week cycle in Philadelphia and New York in early March, hopes to extend its radio coverage nationally.

KREMENTZ CONSIDERING • Krementz & Co. (men's jewelry), Newark, N. J., said to be considering broadcast advertising for first time. Lewin, Williams & Saylor, N. Y., agency, talking about possible 13-week test spot radio drive in New York, Atlanta and Minneapolis starting in April.

the week in brief

BILLINGS CONTINUE CLIMB

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EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York). J. Frank Beatty, Bruce Robertson
NEWS EDITOR: Fred Fitzgerald
SPECIAL PROJECTS EDITOR: David Glickman
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444 Madison Ave., Zone 22, Plaza 5-8355

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AGENCY EDITOR: Florence Small
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STAFF WRITERS: Frank P. Model, Selma Gersten, Doris Fischoff

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MIDWEST NEWS EDITOR: John Osbon
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HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
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*Reg. U. S. Patent Office

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EXPRESS-NEWS STATION

A
Happy New Year
and a
HAPPY NEW
REPRESENTATIVE
ARE IN STORE FOR
WKBV
RICHMOND, INDIANA
250 W — 1490 KC — ABC Affiliate
THE GATEWAY STATION
Serving Eastern Indiana and Western Ohio
and
WBAT
MARION, INDIANA
250 W — CBS RADIO AFFILIATE — 1400 KC
ALL THE BEST IN MUSIC,
NEWS AND SPORTS
Effective Tomorrow
THESE
HOOSIER STATIONS WILL
BE REPRESENTED BY
EVERETT-McKINNEY
New York 17—40 E. 49 St., Tel: Plaza 9-3747
Chicago 11—400 N. Michigan Ave., Tel: Superior 7-9052
Beverly Hills—111 N. LaCienega Blvd., Crestview 5-2022
San Francisco—233 Sansome St., Tel: Yukon 6-2396
A CALL TO ANY OF THE ABOVE OFFICES WILL BRING DETAILS ON HOW THESE STATIONS ARE
FIRST IN COMMUNITY SERVICE
FIRST IN AUDIENCE
FIRST IN THE HEARTS OF THEIR LISTENERS
INVESTIGATE TODAY

THE McBOING-BOING SHOW

SINCE 1950 or thereabouts, UPA has been turning out a stream of consistently clever, adult and sophisticated theatrical cartoon features that have caught the fancy of practically everybody, something that hasn't happened since 1938 A. D.—After Disney. (As to Disney, we lost him shortly after his characters began to behave less like Disney creations and more like movie stars.)

Thanks to keen showmanship (and no doubt an awareness of the tv inroads *Disneyland* has been making these past two years), CBS-TV has brought UPA to the medium. In doing so, they have brought to tv the stories of Henry Henry, the Freezyum man "who changed his tune"; of Raoul Dufy and his invisible mustache; of little Gerald McCloy who couldn't talk but only give out with exquisite sound-effects, to name but some. It looks as if tv and Hollywood have at last effected a happy marriage in this sense: not only are these features unusual in story content and two-dimensional execution, but in the fact that though originally designed for color showing in "art theatres" they look pretty good in black-and-white on tv screens in "non-art" homes.

While our enthusiasm for the UPA product is unlimited, we would wish to register a protest against the way it's being introduced on these Sunday afternoon programs. Granted, the plot of having Gerald McBoing-Boing "talk" with host Bill Goodwin is different; it also shows signs of becoming cloyingly cute. Well, maybe it's just a matter of waiting to learn the audience composition. Either that, or waiting for a sponsor.

Production costs: $55,000.
Sustaining. Telecast on CBS-TV, Sun., 5:30-6 p.m. EST.
Produced by UPA Pictures Inc., for CBS-TV. Executive producer: Stephen Bosustow; producer: Robert Cannon; asst. producer: Bill Scott; color: Jules Engel; music: Lyn Murray; theme music: Chico Hamilton.

A CHRISTMAS SURPRISE

WE WERE reminded, a week ago Monday, of a somewhat recent Peter Arno cartoon in *The New Yorker* magazine showing the lady of the house in complete disarray (hair in curlers, cold cream still on, clutching an open housecoat), peering through a crack in the open door at a battery of CBS cameramen and electricians and the bright young executive resplendant in Brooks Bros. furnishings and screaming "My God . . . I thought Mr. Murrow said *Tomorrow*."

The reminder seemed appropriate because on Christmas Eve, the proprietors of *Studio One* attempted to show us what would happen if Murrow & Co. took their *Person-to-Person* cameras into the home of a "typical" American family, the Charles Francis Diggers of Forest Hills, N. Y. Paul Crabtree's original script contained sufficient humor and freshness to service a 30-minute program, which was unfortunate, because *Studio One* lasts a full hour. Despite the fact that more often than not the parody was applied by a spiked club instead of a dainty feather, "A Christmas Surprise" did contain some genuinely funny situations. Among them:

Evelyn Diggers the harried hausfrau (superbly portrayed by Kathleen Maguire), skipping in and out of camera range like a nervous rabbit, while a near-apoplectic floor manager (Kenneth Utte) keeps popping into the pictures to give the lady her cues. The husband, Charlie, marvelously underplayed by Orson Bean, returning home two hours behind schedule following an altercation with the local gendarmerie and proceeding to vent his fury at his niggardly employer and cophood in general, not giving a good damn for the live cameras, the nationwide audience and the perplexed host; *Sotto voce* comments about the neighborhood choraliers who just happened to "drop by" after nearly freezing to death outside in a snowbank, waiting for the program to go on.

In general, though, the confusion of the production soon began to lend itself to tedium, overpowering the freshness of Mr. Crabtrees idea. As the "host," comedian Robert Q. Lewis did as well as could be expected.

Last Monday's was the first production under the banner of Gordon Duff (producer) and Robert Mulligan (director) since their days on *Philco-Goodyear Playhouse*.

Production costs: Approximately $50,000.
Sponsored by Westinghouse Electric Corp. through McCann-Erickson, on CBS-TV, Mon., 10-11 p.m. EST.
Original story by Paul Crabtree.
Stars: Robert Q. Lewis, Orson Bean, Kathleen McGuire, Luis Van Rooten, Luke Halpin, Kevin Coughlin and others.
Producer: Gordon Duff; director: Robert Mulligan; assoc. director: Frank Leicht; asst. producer: Joe Scully; program asst.: Candy Finkler; sets: Bob Markell, Ken Krausgill; lighting: Greg Harney; costumes: Leslie Renfield; story editor: Florence Britton; musical director: Arthur Thebado.

LITTLE WOMEN

IT WOULD be hard to think of a more appropriate Christmas afternoon program than "Little Women," last Tuesday's offering of NBC-TV's *Matinee Theatre*. Softly sentimental, but neither rising to dramatic excitement nor sinking into sticky sweetness, the telecast evoked the pleasant nostalgia of a book half remembered from childhood days, exactly the right atmosphere in which to digest an outsize turkey dinner.

NBC's production was worthy of the subject matter. Elaine Ryan's adaptation of Louisa May Alcott's simple story captured the spirit of the original so admirably that it would be cruel to complain that the soliloquy which opened each act was a technique lifted bodily from the story of another family group, telecast each week on another tv network.

And the cast, under Boris Sagal's direction, portrayed their roles in precisely the right way. Judith Braun, who carried the brunt of the story as tomboyish Jo, the writing member of the March clan, was exactly

TUNE-TEST

America's New Radio Quiz Sensation!

Ideal for stations with the Music – News – Sports format

Here is the quiz show "package" for modern 1957 radio programming — the show that hits the jackpot in ratings.

Can be programmed as a 15-minute show "across-the-board"; two 15-minute shows per day; as a half-hour show "across-the-board" —or integrated into a disc-jockey show (or as a 5-minute show several times a day).

A TREASURE-TROVE OF FREE AWARDS

WATCHES	ELECTRIC BROILERS
LUGGAGE	VACUUM CLEANERS
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CAMERAS	CLOCKS
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RADIOS	ELECTRIC SHAVERS

and many, many others

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Walter Schwimmer, Pres.

75 E. Wacker Dr., Chicago 1, Ill., FRanklin 2-4392

TUNE-TEST also sold in association with BERTRAM ADV. CORP., N.Y.C.

Stations Rave About TUNE-TEST

(December 1956 comments)

We are certainly happy to tell you that TUNE-TEST, which we have been running from 11:30 to 11:45 A.M., is in first place in Baltimore according to the September-October Pulse. This is the first time for some time we've been in first position during this part of the day. It is the only quarter hour between 10 A.M. and 12 noon where we are in first place.

R. C. EMBRY, *Vice- Pres.*
WITH—Baltimore, Md.

I'm very happy to report the success of TUNE-TEST on KALL . . . the winners are thrilled with the prizes, and many of them have 'phoned or written us to tell us how much they appreciate TUNE-TEST. There is no doubt that it has built our morning audience immensely.

CLARK LOBB, *Program Dir.*
KALL—Salt Lake City, Utah

TUNE-TEST did an outstanding job on the complete Don Lee Network.

TONY LAFRANO, *Program Dir.*
Don Lee Network

We want you to know that TUNE-TEST has done and is doing an outstanding job in boosting our afternoon audience.

DON ROGERS, *Program Dir.*
WRIB—Providence, R. I.

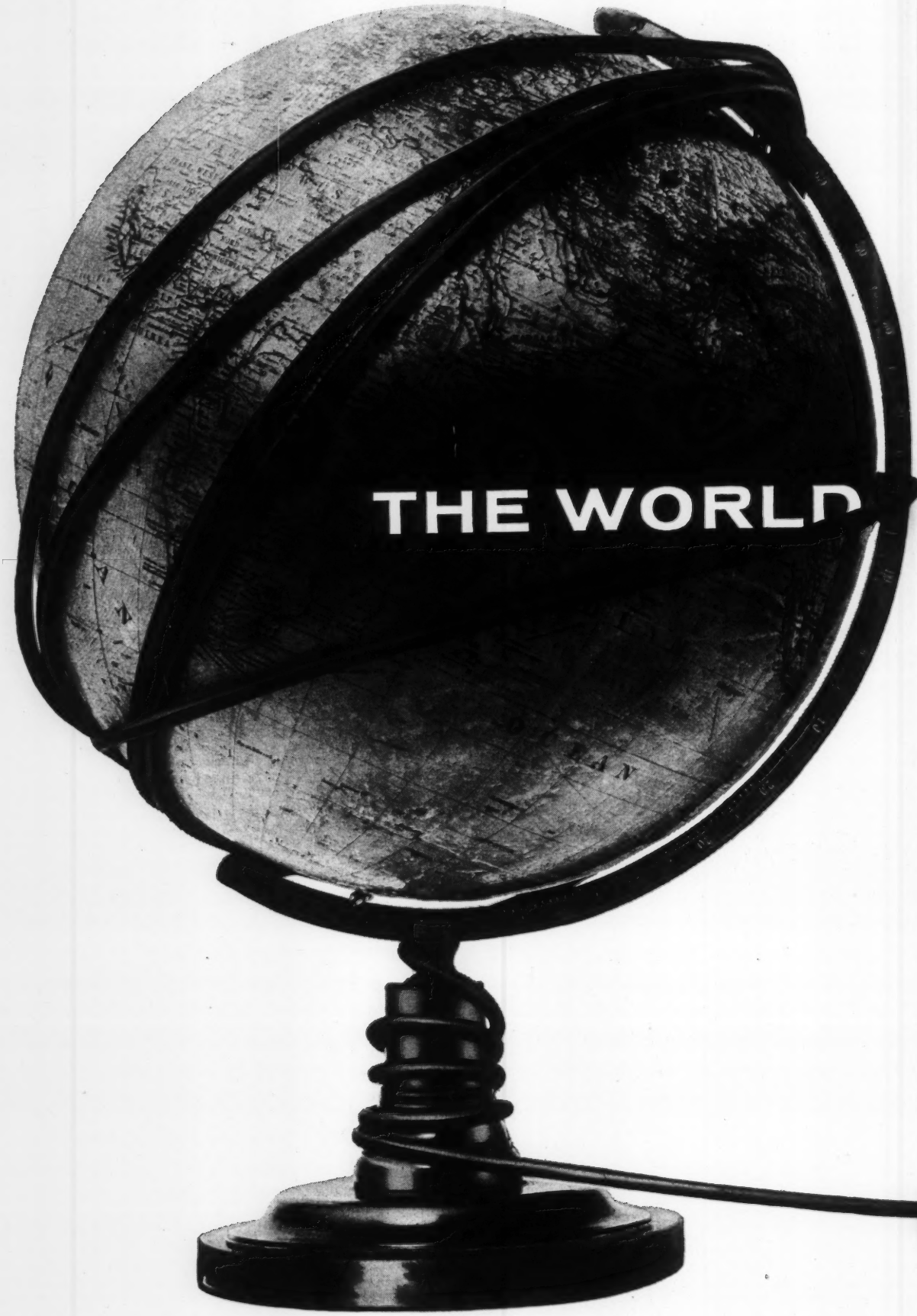
WGST is now in the second year of its TUNE-TEST and I think that the fact that we have renewed the contract is about as high a testimonial as we could pay to your show. We have found TUNE-TEST as represented, and it has been a success on WGST.

BEN AKERMAN, *General Mgr.*
WGST—Atlanta, Georgia

We have been using TUNE-TEST prizes for over a year and find them very satisfactory. We have had many compliments from recipients of these prizes as to their value, promptness in shipment, etc.

EVELYN R. EDWARDS, *Office Mgr.*
WLEE—Richmond, Va.

BY THE SAME PEOPLE WHO DO TELLO-TEST


THE WORLD

ON A NEW "HOT LINE"

With the addition of NBC Radio Network's "HOT LINE" Service, now in operation, radio news coverage takes on increased stature. An open line, linking NBC Radio Central to every affiliate, is ready throughout the broadcast day. When news breaks anywhere in the world, immediate notice clears all stations automatically, to bring NBC Radio audiences instant word.

Beginning January 14th, the NBC Radio Network brings the nation another exclusive service: NETWORK NEWS ON THE HOUR. Not just a rehash of wire services, each broadcast will have fresh news — live, direct reports by NBC correspondents around the world, on-the-spot coverage of important local stories by Network Associate newsmen at NBC's affiliates. Throughout the entire week, the first five minutes of every hour will keep America on top of the news.

The "HOT LINE" Service and NEWS ON THE HOUR form a one-two news punch that will make the NBC Radio Station in every market THE source for swift, reliable, complete news coverage. This is the combination that gives listeners more reason than ever to keep tuned through the day to NBC Radio.

Advertisers have been quick to recognize the value of this vital development. Bristol-Myers has purchased half of all the NEWS ON THE HOUR broadcasts — one of the biggest network buys in years.

The dynamic energy of NBC Radio can generate sales for you, too. Your NBC Radio Network representative will tell you how. Call him today.

NBC **RADIO NETWORK**

a service of RCA

Spots on three Southern California radio stations during the normally slow fall season boosted National Paint Company sales more than 20% over the same period last year.

"This campaign was deliberately scheduled during the normally slow season for paint sales," writes Marvin Cantz of Tilds & Cantz Advertising, Los Angeles, to KBIG. "This gave us the opportunity to measure more accurately the effectiveness of radio, as one of our principal media, for introducing a new advertising and selling approach for a paint product.

"We have just completed a survey among all paint dealers and painting contractors in Southern California. It was extremely encouraging to note that 89% indicated an awareness of National Paint's new Color-Lok process which we introduced only two short months ago. And 47% mentioned that they had heard National Paint advertising on the radio, or were informed by the consumer that our message reached them through this medium. KBIG was the most frequently mentioned station.

"The greatest source of satisfaction came from Mr. Spellens, President of National Paint, who indicates an increase in sales of more than 20% over the same period last year."

KBIG is happy to share with two other fine Los Angeles independent stations gratification for another job well done in our long list of successful Southern California radio advertisers.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

right as the girl who dared to defy conventions by cutting off her long hair to raise money for a family need and yet, for all her daring, never ceased to behave as a New England lady should. Diane Jergens, Ariana Ulmer and Lili Gentle were lovely and modest as Jo's sisters and Irene Hervey and Alexander Lockwood were gentle and affectionate parents to their four daughters. William Taylor was handsome and dashing as the boy next door who wooed Jo and married Amy; Peter Hansen was convincing as the retiring German professor who overcame his shyness to embrace Jo in public in the rainswept street scene which concluded the telecast.

Viewed in black-and-white in a home to which Santa failed to deliver a color set this Christmas, "Little Women" was delightful to watch. In color, it must have been entrancing.

Production costs: Approximately $45,000. Telecast in color and black-and-white on NBC-TV as Dec. 25 program of Matinee Theatre, *Mon.-Fri., 3-4 p.m. EST. Participating sponsors.*

Adapted for tv by Elaine Ryan from novel by Louisa May Alcott; producer, Albert McCleery; director: Boris Sagal.

THE STINGIEST MAN IN TOWN

ASIDE from Kris Kringle himself, Scrooge and company have come to best epitomize the holiday season. So it's small wonder that *Alcoa Hour*, adding the tinsel of color tv and putting the words of *A Christmas Carol* to music, emerged with a charming 90 minutes.

Lyrics of Janice Torre combined with Frederick Spielman's music to accentuate effectively the varying moods of dourness, greed, nostalgia, terror and charity that mark the course of Dickens' story. Even the first singing efforts of Basil Rathbone (Scrooge), though lacking in quality, lent a dramatic impact to the scenes in Bob Cratchit's home and the graveyard.

Best and most touching tune was "One Little Boy."

Insofar as the acting chores were concerned, an unusually heart-warming Tiny Tim was played by eight-year-old Dennis Kohler. As for Mr. Rathbone's effort as the uncharitable curmudgeon who becomes a changed man, it was the closest yet to the late Lionel Barrymore's annual radio rendition.

Production costs: Approximately $70,000. Sponsored by Aluminum Co. of America through Fuller & Smith & Ross, on Alcoa Hour *on NBC-TV, Sunday, Dec. 23, 9-10:30 p.m., EST.*

Producer: Joel Spector; director: Daniel Petrie; book and lyrics: Janice Torre; music composed by: Frederick Spielman; orchestra & chorus conducted by: Camarata; scenery: Kim Swados; costumes: Motley; choreographer: John Heawood; assistant to producer: Kathleen Greene; unit manager: Henry Shensky; assoc. director: Lamar Casseli; stage managers: Bill Post, Dean Grant; makeup: Bob O'Bradovitch; technical director: Orlando Tamburri; lighting director: Bill Ryker; audio director: Don Fry; graphic artist: Bob Jones; production by: Theatrical Enterprises Inc.

Cast: Basil Rathbone, Vic Damone, Johnny Desmond, Patrice Munsel, The Four Lads (Bernie Toorish, Connie Codarini, Jimmy Arnold, Frank Busseri), Robert Weede, Martyn Green, Betty Madigan, John McGiver, Robert Wright, Alice Frost, Dennis Kohler, Olive Dunbar, Bryan Herbert, Phillippa Bevans, Ian Martin, Keith Harrington, Richard Morse, Karol Ann Traumm, Karson Woods, Karin Wolfe and John Heawood.

MAMA

UNDOUBTEDLY influenced by the thousands of loyal fans that *Mama* made over the past years, CBS-TV returned the program to the air on Dec. 16 even though it had not attracted a sponsor. The episode under consideration here (Dec. 23) contained all the elements of family appeal that have endeared *Mama* to thousands of devotees: wholesomeness, kindness, whimsy, nostalgia and compassion.

As usual, Mama, played by Peggy Wood, becomes involved in a situation in which her helpfulness results in complications. When Mama comes to the assistance of an elderly spinster who is too ill to take her nursery school classes, the youngsters respond to Mama's natural warmth and begin disliking their regular teacher. She nurses a grudge against Mama for a brief period of time, but then realizes that Mama was not at fault, gives up her school and returns to her first love—bookkeeping. The performance of the cast was excellent.

Production costs: Approximately $32,000. Sustaining on CBS-TV, Sunday, 5-5:30 p.m. Producer: Carol Irwin; director: Don Richardson; director of photography: William J. Miller; supervisor of film production: Edward J. Montagne. Cast: Peggy Wood, Judson Laire, Dick Van Patten, Rosemary Rice and Ruth Hammond.

SEEN & HEARD

"Which poem of yours do you like best?" asked Lawrence Spivak. With a good-natured twinkle in his eyes, Robert Frost, the 81-year young U. S. poet laureate, shot back, "The last one that was praised by my friends."

And so it went for 30 minutes of *Meet the Press*, perhaps the only tv program on the air this past Christmas weekend that didn't burst out with a rendition of "Silent Night." Facing him were three skillful interrogators—aside from regular panel member Spivak—all of whom did their level best to match the man's wit: NBC's Dave Brinkley, Scripps-Howard's Inez Robb, and *Holiday* magazine's Clifton Fadiman. Perhaps its too much to hope for, but we'd like Santa Sarnoff to bring the poet back for many more Christmases.

KFJZ-TV

CHANNEL 11

Covering America's 13th Market

DALLAS - FORT WORTH

announces the appointment of

BLAIR-TV

as exclusive national representative

effective January 5, 1957

. . . . . .

KFJZ-TV, Fort Worth, Texas

The No. 1 buy in the Southwest's No. 1 market

GENE L. CAGLE, President and General Manager

Now that expert
pre-testing ends guesswork,
more than ever it's
Joe Kaufman

...good spot to be in!

Like to get an idea how the job is going to turn out before you start? Then you'll agree with duPont, makers of Duco paint, that our Spot-Check Plan comes in mighty handy. This new spot television sales concept allows you to *pre-test* (on any or all of the 13 major stations we represent) the effectiveness of the medium and the various ways to use it ...providing reliable qualitative sales research *at no extra cost!*

DuPont used the Spot-Check Plan in a three-city test to gauge spot television's power to stimulate sales and increase their share of market for paint and auto polish. Not only did the test campaign spur a tremendous boost in brand awareness, but it netted handsome sales increases as well. (In one test city, Duco paint sales shot up 65% during the 13-week test period!) According to Dick Swyers, BBDO account executive: "The test served as the basis for the entire spot campaign we're now running...helped us make national plans with solid, factual data to back us up." *Good spot to be in!*

Put an end to costly second-guessing...get all details on the Spot-Check Plan from...

CBS Television Spot Sales

Representing: WCBS-TV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee, WBBM-TV Chicago, KSL-TV Salt Lake City, KGUL-TV Galveston-Houston, KOIN-TV Portland, KNXT Los Angeles, WHCT Hartford, CBS TELEVISION PACIFIC NETWORK

1957

A
NEW YEAR

SPOT ADVERTISERS ARE ALREADY ARRANGING SCHEDULES ON YOUNGSTOWN'S GREATEST RADIO BUY . . . WFMJ . . . WITH ITS BIG POWER, BIG PROGRAMS, AND BIG AUDIENCE.

* * * *

NOW IN ITS 18TH YEAR OF SERVICE TO THIS BIG AUDIENCE AND TO ITS MANY FINE ADVERTISERS, WFMJ LOOKS FORWARD TO OFFERING AN EVEN GREATER SERVICE IN 1957.

* * * *

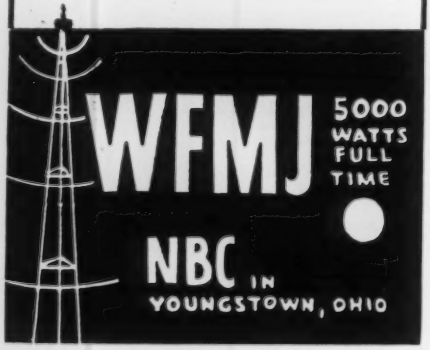
YOU CAN COVER AND SELL OHIO'S THIRD LARGEST MARKET BY CALLING HEADLEY-REED OR STATION MANAGER MITCH STANLEY FOR 1957 SPOT AVAILABILITIES ON WFMJ, YOUNGSTOWN'S GOOD NEIGHBOR STATION.

* * * *

A
Happy
New Year
To All

* * * * * * * *

"SPECIALISTS IN SOUND SELLING"



OPEN MIKE

Encouraging Suggestion

EDITOR:

Your editorial "Truth and Consequences" in the [Dec. 17] issue of B•T is a most helpful one in pointing up the current problems of the VOA in international broadcasting. B•T throughout the years has been an influential factor in eliciting support and understanding of these peculiar problems within the industry.

Your suggestion that an objective hearing be held on the effectiveness of our broadcasts behind the Iron Curtain is an encouraging one. It should clarify many of the misapprehensions concerning the role of the Voice of America in interpreting American aims and ideals to the world.

Robert E. Button, Dir. Bcstg. Service
Voice of America, Washington, D. C.

Caution on Color

EDITOR:

Here's a word of caution to your reviewer who chose to caution NBC for using a color-test pattern on the recent *New Figures of 1957* show [B•T, Dec. 17]. The so-called color-test pattern sells color on black-and-white in a highly satisfactory way. We know, because we have been doing it for more than a month.

Our chief engineer, Herb Hartman, fixed it up so that we could super-impose a commercial message on the lower half of the screen when color bars were transmitted. We promptly sold the lower screen to an enterprising tv set dealer who has more than quadrupled his color set sales. And he swears that 90% of his customers mention the color bars.

We use such phrases as, "These shades of gray would bloom forth in brilliant color if you had an X-Brand color tv from Mr. Dealer." The bars are kept on for at least 30 seconds, primarily in the daytime, so that servicemen and home viewers may adjust their set. This latter by-product has also been well received.

Dick Block, Prom. Dir.
KCRA-TV Sacramento, Calif.

ATA: Position Clarified

EDITOR:

Your cooperation in publishing this letter in B•T will help clear up a misunderstanding which, in our opinion at least, could well result in strained relations between our industry and our good friends in the television industry.

Here are the circumstances. American Trucking Associations filed a petition with the FCC under date of Oct. 25. This petition repeated our earlier request for the splitting of the radio channels presently assigned to the motor carrier industry in the 43-44 mc band. We believe this to be an effective method of solving the existing channel congestion problem faced by our industry.

In reporting this petition and in subsequent references to it in news stories and editorially, B•T asserted that the trucking industry asked for tv ch. 2.

We should like to state flatly that our petition made no such request and further that the trucking industry does not covet ch. 2 for itself. The only suggestion originating with the trucking industry, for accommodation of its problem of congestion, is that its own radio channels be split.

Other suggestions mentioned in the petition were simply a resume of alternative methods, widely discussed within and outside of the Commission in connection with the whole problem of allocation—and any one of which, if adopted, would overcome apparent objection to splitting the trucking industry's own channels.

The fundamental error in your "Truckers Make Bid for Vhf Tv Ch. 2" story is being picked up by other publications and individuals because of your authoritative position in the communications field. We hope this explicit statement of our position—that we do not covet tv channel 2—will correct this impression.

John V. Lawrence, Mgng. Dir.,
American Trucking Association Inc.,
Washington, D. C.

High Praise

EDITOR:

I would like to take this opportunity to do something that has often been thought of but too seldom done—here is a word of high praise for B•T's objective reporting of the news, and even higher praise for the editorial page. It has consistently, year after year, built a foundation that is beneficial to the entire industry. I for one am proud that we have a voice for broadcasting that rings so true.

Lloyd Griffin, Vice Pres.
Peters, Griffin, Woodward Inc.
New York

Ill-Founded Indictment

EDITOR:

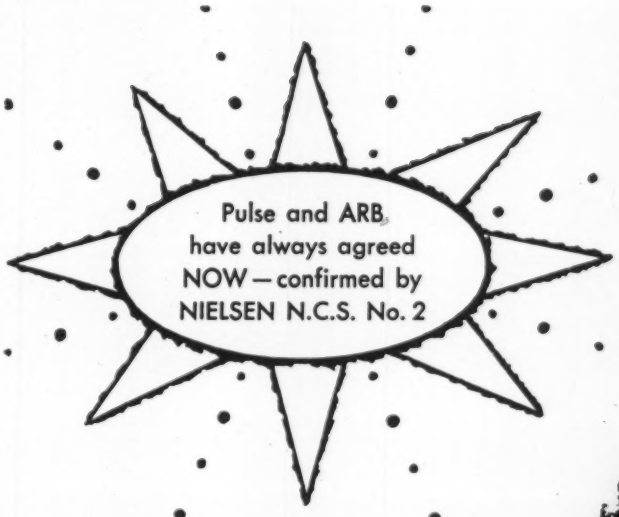
The ABC Radio Affiliates Advisory Board released a statement Nov. 16. . . . I suppose it takes considerable audacity for a small market operator to take exception to the statement made by a very esteemed group of broadcasters.

The closing statement: "As network affiliates who endorse the network concept of broadcasting enthusiastically, we refuse to operate like a juke box," appears to be wholly ill-founded, inaccurate and an indictment of all stations that don't happen to get their programs by way of AT&T.

The fact that a station is not affiliated with a network does not mean the station sounds like a juke box. Network affiliates have their share of programs that feature the little round device that is played on a juke box. For a variation in programming they carry the network programs. In the case of the independent station, variation is obtained in other ways and generally with emphasis on the local features that will interest the local people more than most network shows.

Being a network affiliate does not make a sheep out of a goat. There are good and bad stations in both categories. And incidentally, some mighty pretty sounds have come forth from juke boxes.

Charles E. Wright, Gen. Mgr.
WBYS Canton, Ill.



more people watch KLZ-TV in DENVER DAY and NIGHT

COVERAGE AREA LEADERSHIP
New Nielsen survey shows
MORE people watch
KLZ-TV
EVERY DAY
and
EVERY NIGHT
day-in and day-out
than any other Denver
TV station

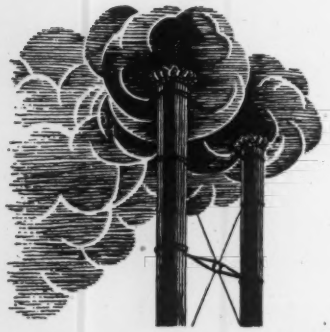
FIRST IN AUDIENCE
New November ARB just released proves
KLZ-TV FIRST AGAIN
with greatest Share of Audience
DAY and NIGHT
sign-on to sign-off Every Day—Every Night

Step up to KLZ-TV! Denver's highest ratings
Denver's largest audience
Denver's highest powered TV station
Denver's selling-est personalities.
Call your
KATZ man or wire Jack Tipton,
General Sales Manager, NOW!

KLZ-TV
DENVER, COLO.
Channel 7

CBS

Denver's highest powered TV station.
Represented nationally by the KATZ Agency.



STACKS OF BUSINESS!

Smokestacks have always been a symbol of activity in our Ohio River Valley. They came to us first aboard the picturesque sternwheelers that opened this region to phenomenal growth. They stayed to multiply and multiply above busy mills and factories whose industrial worth today — in the Huntington-Charleston heart alone — exceeds one billion dollars!

Nowhere in America is there such a panorama of business under full steam as in the 100-plus counties served by the four-state span of WSAZ-TV. Here live nearly a million families with annual buying power close to *four billion dollars* — a symbol of booming productivity making this America's 23rd TV market.

Your advertising cuts a smart bow wave when you consign it to WSAZ-TV, only TV station covering the whole area. Any Katz office can write the ticket.

WSAZ-TV

CHANNEL 3

HUNTINGTON-CHARLESTON, W. VA.

N.B.C. NETWORK

Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

our respects

to MORTIMER WADHAMS HALL

A LIKING for pioneering seems to be the spirit which leads Mort Hall into new and different ways of doing business, programming and promotion in radio.

But his associates in the profession hardly called it that three years ago when he disposed of a going television operation to concentrate on developing an independent radio property, KLAC Los Angeles, when radio had hit the tv doldrums and some even said the older aural medium was on its death bed. If it was, Mr. Hall quickly breathed new life into the "corpse."

President and general manager of KLAC, Mr. Hall became sole owner of the station last August following purchase of the property from his mother.

Since KLAC-TV (now KCOP [TV] Los Angeles) was sold to the Copley Press in 1953 and Mr. Hall started devoting his managerial attention fully to KLAC, the radio station has increased its gross 2½ times and its net income five times. As further evidence of his faith in the aural sales medium and predicting a "tremendous resurgence" soon for fm, Mr. Hall plans to file application with FCC for a new fm station which would be developed for greater public service as aggressively as KLAC.

Mr. Hall began exercising his pioneer spirit in the building of KLAC as a community institution as early as 1950 when he first joined the station. Within a year he originated the use of name vocal groups such as the Modernaires and Pied Pipers for singing station breaks and claims to be first in this policy. Later he originated the use of full 24-piece bands backing choral groups for station breaks as well as star names.

In 1952 Mr. Hall initiated the "Big Five" disc jockey format of music-news-sports which now is a copyrighted feature. "This quickly gave KLAC a distinctive personality," he recalls.

Mr. Hall feels that by making radio personal and giving one's station a glamorous personality, "radio can do a good sales job for the advertiser even more effectively and be more acceptable and enjoyed by the listener." The flexibility of spot on radio, especially with a "Big Five" format sold on a first-come, first-serve basis and by which no single sponsor can "sew-up exclusively" the air personality, assures the advertiser of a wider variety of audience and full exposure, he contends.

Mr. Hall promotes his radio station with the same enthusiasm with which he programs it. "The two go together," he says, spending up to $3,600 weekly for advertising in other media and promotion to prove his point.

Since 1952 KLAC has staged an annual all-star charity benefit in the Hollywood Bowl and even Mr. Hall buys his own ticket. It's an annual sell-out crowd of over 20,000 people. For five years, too, KLAC has staged its annual "Christmas in July" trade promotion, giving gifts in mid-summer instead of December for greater emphasis. Similarly, for four years the station has tendered its annual industry party about Thanksgiving time and dubbed it "KLACsgiving," flying in agency time-buyers by chartered plane from San Francisco. KLAC also has a "Salute to a City" copyrighted feature devised by Mr. Hall for tie-in promotion for a week with each of the communities in the area.

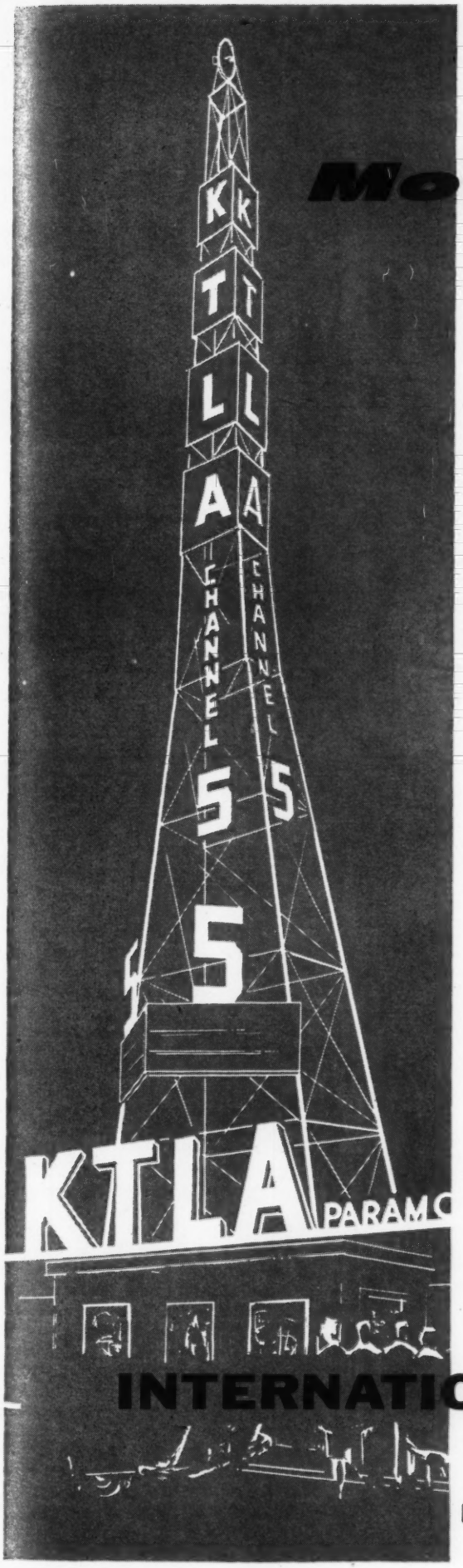
The newest idea is a change in program policy to "30 top tunes and memories too," widely publicized by full-page advertisements in daily newspapers.

Mort Hall was born in New York City July 21, 1924, to Mr. and Mrs. Richard B. W. Hall. His mother (Mrs. Rudolph Sonneborn) uses Dorothy Schiff as her professional name. She is publisher of the *New York Post*.

Mr. Hall attended Brooks School, North Andover, Mass., and studied mechanical engineering at Carnegie Tech. He entered the Army Signal Corps in January 1944 and later was assigned to public relations at the New York port of embarkation. He was released as a sergeant in 1946, when he joined the *Post* as copyboy. For two years he worked in all departments of the paper.

He started in the railroad business in 1948 with the Southern Pacific "but figuring bond discounts just wasn't my meat," he recalls. He returned to the *Post* in 1949 as business manager and the next year joined KLAC. He became business manager in 1951 and president and general manager in 1953.

Mr. Hall married actress Diana Lynn earlier this month. His favorite hobbies are "monitoring Diana's performances on tv" and sailing his 67-ft. ketch *Viajero* out of Newport-Balboa, Calif.



Moving Ahead!

INS-TELENEWS welcomes KTLA

. . . to its world-wide roster of distinguished television clients.

This important Los Angeles station is now receiving TV's finest news package:

- **INS-Telenews Daily newsfilm, with expanded West Coast coverage.**
- **International News Service national and regional news wires.**
- **International News Photos world picture coverage.**

KTLA's *switch* to INS—the press association that pioneered newsfilm for television—establishes INS-Telenews as the only daily syndicated newsfilm serving the nation's second largest television market.

In Los Angeles—as elsewhere the world over—television stations that want the best turn to the TV news services of INS.

INTERNATIONAL NEWS SERVICE

Exclusive distributors of Ask The Camera and Telenews Newsfilm Services produced by Hearst Metrotone News, Inc.

Robert H. Reid, TV Sales Manager · 235 East 45th St., New York 17, N. Y.

FIRST PERSON

The young lady's name is Norma Gilchrist.

First person Southern California homemakers turn to for food and fashion information.

First person on television ever to be honored with the Life Line Trophy from the Grocery Manufacturers of America for the best job of selling food products.

First person you need to sell your product in Southern California.

KTTV
Los Angeles Times-MGM Television
Represented nationally by
BLAIR-TV

WINIFRED THERESE HARRIS

on all accounts

MANY advertising agency workers head for the "greener pastures" of New York when seeking better opportunities, but Winifred Therese (Peg) Harris reversed her field and left New York for San Francisco.

It has been more than eight years since Peg Harris abandoned the "big town" for the "city that knows how." Currently she is a media director for Guild, Bascom & Bonfigli, San Francisco, handling the Ralston-Purina and Skippy peanut butter division of Best Foods Co. accounts—both active in television—and the Harry & David account (active in magazines). Ralston-Purina sponsors *Bold Journey*, Skippy *You Asked For It* and *Galen Drake*, all on NBC-TV.

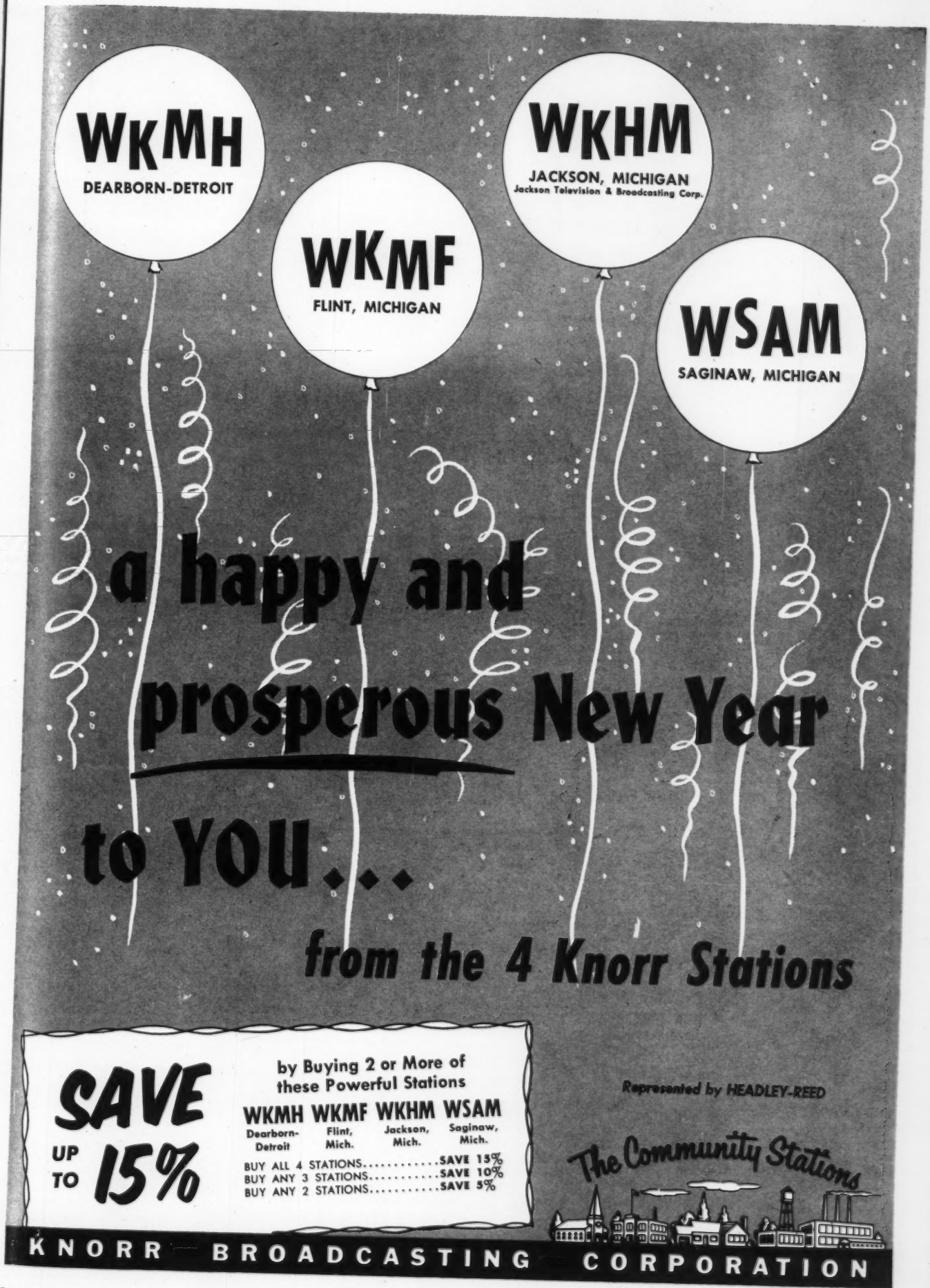
Miss Harris is one of three media directors at GB&B, which operates on a group plan with each director assigned to the printed as well as broadcast media. She reports she likes this system "a lot better than the specialized method, since it gives each of us a chance to know as much as possible about the accounts on which we work."

She was born in Jersey City and was educated in various New York schools and at the convent of St. Maur in Yokohama, Japan. She held various secretarial and administrative positions in New York, including service with the National Assn. of Magazine Publishers until 1948, when she decided to leave New York for San Francisco.

Her first position in the west coast city was as secretary to the president and executive vice president of Botsford, Constantine & Gardner Adv. Five months later, she was given responsibility over media. She remained with Botsford until February 1952, when she joined GB&B's media department.

Miss Harris echoes her agency's view on the effectiveness of television, but offers no detailed reasoning, except to say that tv "is an effective mass medium, which has sold a lot of merchandise for all our clients." She points out that of an estimated $8 million in yearly billings at Guild, Bascom & Bonfigli, about 80% is earmarked for television.

Miss Harris, who is single, enjoys swimming, golf, bridge, reading and cooking. She is a member of the executive board of the Old St. Mary's Center in San Francisco.


WKMH
DEARBORN-DETROIT
WKMF
FLINT, MICHIGAN
WKHM
JACKSON, MICHIGAN
Jackson Television & Broadcasting Corp.
WSAM
SAGINAW, MICHIGAN
a happy and
prosperous New Year
to YOU...
from the 4 Knorr Stations
SAVE
UP TO 15%
by Buying 2 or More of
these Powerful Stations
WKMH WKMF WKHM WSAM
Dearborn-Detroit
Flint, Mich.
Jackson, Mich.
Saginaw, Mich.
BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%
Represented by HEADLEY-REED
The Community Stations
KNORR BROADCASTING CORPORATION

KTHV Channel 11 LITTLE ROCK

Sells MOST of Arkansas!

WITH 316,000 watts on Channel 11 and with the tallest antenna in the Central South (1756′ above average terrain!), KTHV is seen, heard and *gets viewing response* throughout MOST of Arkansas!

Please study the mail map above, which also conforms very closely to our engineering contours. Notice that it includes 47 Arkansas counties —notice KTHV's penetration to all six surrounding State borders, with mail actually being received from viewers in Mississippi, Missouri, Oklahoma and Texas!

Your Branham man has all the *big* KTHV facts. Ask him!

CBS

316,000 Watts ..... Channel 11

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

Vol. 51, No. 27 DECEMBER 31, 1956

1956: RECORDS, WRANGLES, CHANGE

WHAT KIND of a year was it? A year like all years for radio and television—that is, a busy year, marked by new accomplishments, old problems, and change. Like all years, too, in that it saw the broadcast media stride forward in their importance on the American scene.

In advertising, the year saw record tv billings and increased attention to radio. It saw more demands on the already-saturated spectrum, and the beginning of efforts to establish a competitive television system. Investigations by government agencies were more frequent than ever before, although what they will produce is not yet known.

The year 1956 was the one of the big film breakthrough, with nearly all the major Hollywood companies releasing feature libraries—for considerable cash—to television. This development was noted with mixed feelings by broadcasters: welcomed by independents, viewed with alarm by at least one network.

The specifics on what the year produced are to be found below and on the following pages, along with indications of what the new year will bring.

ADVERTISERS & AGENCIES

THE CONTINUING climb of tv advertising billings by far overshadowed other news trends in the business of broadcasting in 1956. And all signs on the new year point to still higher revenue in 1957.

The top business trends and stories during the year, however, were many. A small sample includes: debate over agency compensation plus a consent decree on the government's antitrust suit (see page 33); a number of major advertiser account switches; more agency mergers or absorptions; bigger budget chunks by national advertisers earmarked for the air media, and a radio comeback underscored by a record climb in spot billing.

The dizzying pace set by advertiser dollars in radio-tv, particularly in tv, was highlighted in the year by 40 top agencies billing $963.8 million in radio-tv. Young & Rubicam for the third straight year led the field this time with an $82 million radio-tv billing.

BBDO was the runnerup: $80 million in radio-tv. McCann-Erickson was third with $76.4 million, J. Walter Thompson Co. chalked up $70 million and Ted Bates was up to $55 million.

Of Y&R's broadcast billing, $74 million was in tv; at BBDO, $70 million in tv; at McCann-Erickson, $66.5 million; at JWT, $60 million.

For the second straight year, Ted Bates & Co. topped the agency field in combined radio-tv spot billings, coming up with a $35 million outlay. Y&R was second with $34 million and BBDO third with $32 million.

In an 18-month computation (January 1955-June 1956), B•T in an analysis of NBC-TV and CBS-TV net billings reported earlier this month that J. Walter Thompson led all other agencies on NBC-TV ($23,389,495) and Young & Rubicam similarly topped others on CBS-TV ($24,646,724).

Among the revenue indicators during the year were these:

In March, it was revealed that the top seven product categories in 1955 gross time purchases on the tv networks in the aggregate accounted for more than $344.1 million out of a total of more than $406.8 million spent for tv network time that year. Also that month an NBC vice president (Richard A. R. Pinkham) claimed 20 different advertisers were spending more than $45 million per year in color tv.

In April, B•T, looking at figures then available, calculated that national advertisers in the final quarter of 1955 were buying tv time (spot and network) at the rate of more than $800 million a year.

In May it was estimated that world advertising media purchases for 1956 would reach about $12 billion, $9 billion in the U. S. Again in that month, national tv time billing (spot and network) was placed at $217 million for the first quarter of 1956. In the month of May, nine out of the top 10 tv network advertisers spent over the $1 million gross mark for time.

In August, national advertisers were reported to have purchased $440.3 million worth of tv spot and tv network time in the first six months of the year. Automotive product purchases in network tv in the first six months were up to $10 million.

By the fall of 1956, tv business was at a $100 million a month (gross time sales) pace. In September, Procter & Gamble bought $3.7 million worth of network tv time (gross). Mr. Pinkham in October was predicting advertiser investment of $150 million in network color by 1957; $600 million by 1960, provided the then current "momentum" was sustained.

Computations last month showed sales of tv time to national advertisers (network and national spot) to be $643,617,824 for the first nine months in 1956. Early in the year, consultant Richard P. Doherty had estimated for B•T that broadcasting revenue in 1956 would be $1.38 billion, or about $250 million above 1955.

Radio, meanwhile, was not only being reheard in homes and automobiles all over the country but also in agency-client huddles. Highlights of that comeback—in itself a major story—follow:

The rise on the national scene of Slenderella International (slenderizing firm) was tied to the use of radio. As early as January, Slenderella planned $1.2 million alone for radio. An agency (Hilton & Riggio) in January suggested to its clients that they "look again" at radio, citing its reasonable cost and wide coverage. Joseph Schlitz Brewing Co. (Schlitz beer) decided to return to network radio in the spring, with a contract for CBS Radio's *Arthur Godfrey Time* worth about $1 million in gross time billing. ReaLemon-Puritan Co. (lemon juice) squeezed in a $1.2 million saturation drive featuring participations on three radio networks as the base of a spring-summer drive.

Maxon Inc., New York advertising agency, studied fm and found it an untapped potential for advertisers. American Airlines winged in one of the largest single purchases of spot radio time, a three-year renewal (representing $1 million) for its *Music 'Til Dawn* programs on five CBS radio stations. Colgate-Palmolive returned to the network

HOW CLIENTS PLAYED HOPSCOTCH ALONG AGENCY ROW DURING '56

IT WAS a big year for account changes among the major advertising agencies. Biow-Beirn-Toigo disappeared from the agency list, dwindling from a $50 million billing in 1953 to about $12 million in February of 1956 and finally, in mid-year, ceasing operation. The year's switches involved clients representing millions of dollars in advertising budgets and ranged from tobacco firms (Philip Morris, Chesterfield, L&M, Bayuk cigars) to beer (Schlitz, Blatz, Jacob Ruppert) to foods, airlines and countless other products and services. A list including most major account switches which made news in the ad field during the year follows.

Account	Old Agency	New Agency
Revlon Products (bulk of products)	Norman, Craig & Kummel	BBDO Emil Mogul C. J. LaRoche Dowd, Redfield & Johnstone
Jos. Schlitz Brewing	Lennen & Newell to Biow Co.	J. Walter Thompson
Van Camp Sea Food	Brisacher, Wheeler & Staff	Erwin, Wasey
Trans-World Airlines	BBDO	Foote, Cone & Belding
Packard Div., Studebaker-Packard	Ruthrauff & Ryan to D'Arcy	Benton & Bowles
Bayuk Cigars	D'Arcy	Al Paul Lefton Feigenbaum & Wermen Greenshaw & Rush
Bosco (Corn Products Refining)	Ruthrauff & Ryan	Donahue & Coe
British Overseas Airways & B.W.I.A.	Foote, Cone & Belding	Victor A. Bennett
Franco-American Div., Campbell-Soups	Ogilvy, Benson & Mather	Leo Burnett
Chunky Chocolate	Hilton & Riggio to MacManus, John & Adams	Grey Adv.
Lily-Tulip Cup	Al Paul Lefton	Grey Adv.
General Mills	William Esty	Dancer-Fitzgerald-Sample BBDO Tatham-Laird Knox-Reeves Adv.
Bon Ami	Norman, Craig & Kummel	Ruthrauff & Ryan
Fulham Bros. (foods)	Tatham-Laird	Doherty, Clifford, Steers & Shenfield
Stokely-Van Camp foods	Calkins & Holden	Lennen & Newell
Foremost Dairies	Guild, Bascom & Bonfigli	BBDO
Photolamp Div., GE	BBDO	Grey Adv.
Elgin National Watch	Young & Rubicam	J. Walter Thompson
Tv Set Div., GE	Maxon Inc.	Young & Rubicam
Blatz Brewing	Norman, Craig & Kummel	Kenyon & Eckhardt
Standard Brands (Tetley Tea)	Geyer	Ogilvy, Benson & Mather
Minnesota Mining & Mfg.	BBDO	MacManus, John & Adams
Procter & Gamble (Shasta, Lilt, Fluffo)	Biow Co.	Grey Adv. Tatham-Laird
Hudson Pulp & Paper	Biow Co.	Norman, Craig & Kummel
Lanolin Plus	Biow Co.	Russel M. Seeds
Langendorf United Bakeries	Biow Co.	Compton Adv.
Philip Morris	Biow Co.	N. W. Ayer & Son
Benrus Watch	Biow Co.	Lennen & Newell
Bond Clothes	Biow Co.	Joseph Katz Compton Adv.
Armstrong Rubber	Biow Co.	Lennen & Newell
Julius Wile Sons & Co.	Biow Co.	Anderson & Cairns
Seeman Bros. (White Rose foods)	Biow Co.	Anderson & Cairns
Liggett & Myers Tobacco	Cunningham & Walsh	Dancer-Fitzgerald-Sample (for L&M cigarettes) McCann-Erickson (for Chesterfields)
Warner-Lambert Pharmaceutical (Sportsman Div.)	David J. Mahoney to MacManus, John & Adams	Norman, Craig & Kummel
Ceribelli & Co. (anti-acid preparation)	David J. Mahoney	MacManus, John & Adams
Garrett & Co. (Virginia Dare wines)	David J. Mahoney	MacManus, John & Adams
Good Humor Corp.	David J. Mahoney	MacManus, John & Adams
White Rock Corp.	David J. Mahoney	MacManus, John & Adams
Admiral Corp.	Russel M. Seeds	Henri, Hurst & McDonald
Riggio Tobacco (Regent cigarettes)	L. H. Hartman & Co.	MacManus, John & Adams
William Underwood Co. (meats)	BBDO	Kenyon & Eckhardt
Sleep-Eze Co.	M. B. Scott Co.	Van Der Boom, Hunt & McNaughton
Colgate-Palmolive	Bryan Houston and William Esty	John W. Shaw Adv. Ted Bates Norman, Craig & Kummel Lennen & Newell
Lever Bros. (Spry)	Foote, Cone & Belding	Kenyon & Eckhardt
Simoniz Co.	Sullivan, Stauffer, Colwell & Bayles	Young & Rubicam
Gordon Baking Co.	Cunningham & Walsh	N. W. Ayer & Son
E. I. DuPont de Nemours (Finishing Div.)	BBDO	N. W. Ayer & Son
Block Drug Co.	Harry B. Cohen Emil Mogul Dowd, Redfield & Johnstone	Sullivan, Stauffer, Colwell & Bayles Lawrence C. Gumbinner Adv.
J. B. Williams & Co. (Conti Div.)	Bermingham, Castleman & Pierce	Doherty, Clifford, Steers & Shenfield
Armstrong Cork (building products)	BBDO	Ogilvy, Benson & Mather
Philco Corp. (Consumer Divs.)	Hutchins Adv.	BBDO
Zenith	BBDO	Earle Ludgin
Easy Washing Machine	BBDO	Earle Ludgin
Warner-Lambert Pharmaceutical (Richard Hudnut Div.)	Kenyon & Eckhardt	Sullivan, Stauffer, Colwell & Bayles
Texas Co.	Erwin, Wasey & Co. Kudner Agency	G. M. Basford Co. Cunningham & Walsh
Procter & Gamble (Camay)	Benton & Bowles	Leo Burnett
Waltham Watch	John C. Dowd Co.	Weiss & Geller
Mars Inc. (candies)	Leo Burnett	Knox-Reeves
Purex Corp. (Manhattan soap)	Scheideler & Beck	Weiss & Geller
C. F. Mueller Co.	Scheideler & Beck	Calkins & Holden
Newsweek magazine	Scheideler & Beck	Bryan Houston
Hudson Motors Div., American Motors	Brooke, Smith, French & Dorrance	Geyer Adv.
Lentheric Div., Helene Curtis Industries	Grant Adv.	Earle Ludgin Gordon Best Weiss & Geller
Greyhound Bus Lines	Beaumont & Hohman	Grey Adv.
National Airlines	Grant Adv.	Hoite Agey Adv.
Zonite Products (Lady Esther)	Dancer-Fitzgerald-Sample	Donahue & Coe
U. S. Tobacco Co.	Kudner Agency	C. J. LaRoche
Flav-R-Straws	Dowd, Redfield & Johnstone	Ruthrauff & Ryan

radio fold (CBS) tied to a 52-week, $1.5 million gross contract.

In July, Station Representatives Assn. released its first report on radio time sales of national spot, showing sales running well ahead of 1955. A month later, Petry Co. announced sponsorship of an advertising news show on WOR New York, making it the first such regularly scheduled program and the first representative to sponsor a radio program, while Pepsi-Cola claimed fabulous sales gains for its "Pepsi Please" saturation spot radio campaign that was used in two test cities.

BBDO in October released a major study (for clients) of radio, tracing its history, concluding it was still a necessity for the advertiser and public, and cautioning that post-tv changes have made radio buying hard work. By October, SRA was reporting national spot radio time sales smashing a monthly record in August, traditionally a low month and predicting a record year in 1956. Seemingly to dramatize spot radio's popping muscle, DeSoto was upping its spot radio budget to $175,000 for a three-week radio only drive in 100 markets compared to $65,000 last year for a similar combined radio-tv spot campaign.

Radio Makes Headlines

UP to the yearend, radio continued its news making: In November, Radio Advertising Bureau turned over a national radio advertising clinic to advertisers permitting them to tell their own stories of radio's power. Products ranged from beer to airline fares, soap to small loans. Also that month, it was revealed that, for the first time in 16 years, Thomas Leeming & Co. (Ben-Gay) and Pacquin Inc. (Silk 'N' Satin, hand cream)—both under the same management—would concentrate their entire budget (1956-57) in spot radio exclusively.

Lever Bros. in December signed for a $3 million gross time purchase on CBS Radio; Bristol-Myers turned in a $2.1 million (net billing) for one-half of NBC Radio's new hourly five-minute news programs, and SRA came up with its estimate on a spot radio record for the year of $150 million, or $15 million above the previous record in 1953, and predicted a possible higher figure for 1957.

Among the advertisers entering greater budget chunks in the air media's ledger, as well as those writing broadcast success stories: Roto Broil Corp. of America leaped ahead in sales of automatic rotisseries via national advertising, 75% of which was in tv; after a prolonged strike, Westinghouse Electric Corp. prepared its biggest advertising drive, aiming $10 million for radio-tv during the year; Shulton Inc. (Old Spice

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FCC SPECULATES ON THE SPECTRUM

First steps taken to review above 890 mc; 25-890 mc study also likely

FOR the first time since the post-World War II allocations hearings, which involved not only television and fm but also other services, the FCC is girding to take a look at the radio spectrum.

It already has instituted the first steps toward giving the once-over to the apportionment of frequencies above 890 mc.

And, in recent weeks it has become apparent that the Commission is thinking quite seriously of extending this review to those allocations between 25 mc and 890 mc. This is the area which includes television and fm broadcasting.

This concern is due to two things. One is the upcoming 1959 International Radio Conference, which will probably be held in Geneva, Switzerland. The last radio international conference was held in 1947 at Atlantic City, N. J. The other is the mounting pressure for more space by the non-broadcast services—aviation, land transportation (taxi-cabs, trucking, etc.), industrial (manufacturers, etc.), public safety (police and fire).

In its annual report the Commission took note of this:

"Many existing safety and special radio services are 'bursting at the seams' and seek additional frequency space. Included are those engaged in manufacturing, distributing, and servicing products; in construction and building-supply operations; and in agricultural and other commercial pursuits. Others, which do not want to fit into established services, would like frequencies for new and more specialized services. In addition, many of these same interests—to the inclusion of stores, banks, etc.—are clamoring for their own microwave systems, frequencies for which are in short supply because of priority consideration to the public safety services—such as police, fire and other protective agencies—and to public utilities which serve the masses.

"In the common carrier field there is urge for more elbow room for such radiotelephone operations as long-haul microwave relay by the telephone industry, short-haul point-to-point services by private concerns, mobile communication extension and added public coastal facilities.

"As for broadcasting, the am band is, generally speaking, so crowded that only local daytime stations, for the most part, are now able to shoehorn in. The vhf portion of the television bands is practically used up in populous areas, and the only room for commercial tv expansion on a national basis is in the uhf range. On the other hand, both commercial and educational fm frequencies are going begging and educators are finding it difficult to obtain funds to avail themselves of the tv channels which have been reserved for them."

After four years of major activity in the television field, the FCC's broadcast pendulum has begun to swing the other way. The other way in this case is the Commission's increasing concern with standard broadcasting.

In the last months of 1956, the FCC revitalized the clear channel proceeding, which was initiated in Feburary 1945. It also has pending before it petitions from daytime broadcasters and by local (community) broadcasters asking for changes in the rules governing their operation.

The 11-year-old clear channel case had two-fold purpose when it was started. The first was to study the possibility of raising the maximum power of the clear channel stations. They are now limited to a maximum of 50 kw. The second, and corollary, was to determine whether it would be in the best interest of the public to permit additional duplication of the clear channels. Almost 7,000 pages of testimony and more than 400 exhibits have been submitted—the result of hearings held in January, April and July 1946.

In 1947, the phenomenon of daytime skywave was incorporated into the clear channel case. In 1953, this aspect was separated from the major proceeding. There now is a proposed final decision which would extend protection to clear channel stations up to two hours before sunset and two hours after sunrise.

Clear channel stations—each using its frequency exclusively at night—came into being almost at the beginning of radio broadcasting. The purpose of clears was to assure that the great populace who lived outside the environs of large cities would receive radio service at night. Nighttime brings the propagation phenomenon of skywave skip. This means that a station whose ordinary daytime groundwave coverage is of modest proportions can be heard at great distances at night. In order to use this quirk of transmission, the principle of clear channel stations was established.

There are 45 clear channels—and on 24 of them there is but a single Class 1-A station at night. On the other 21, there are usually two, widely-separated Class 1-B stations, protecting each other's .5 millivolt per meter, 50% skywave contour. Actually there are 35 Class 1-B broadcast stations, for some of these frequencies are shared with Canada, Mexico, Cuba and other North American nations.

The pressure to break down the clears has been mounting, particularly since the late 1930's and post-World War II years. At the same time, the clears have experimented with, and have sought, higher and higher powers in order to better accomplish their primary nighttime mission. In fact, in 1945, WLW Cincinnati (on 700 kc) operated experimentally with 500 kw.

What kicked off the current clear channel interest at the FCC was an appellate court order directing the Commission to settle the 15-year-old KOB case. Since 1941, KOB Albuquerque, N. M., has operated under temporary authorization on clear chan-

THE SPECTRUM: IT'S BUSTIN' OUT ALL OVER

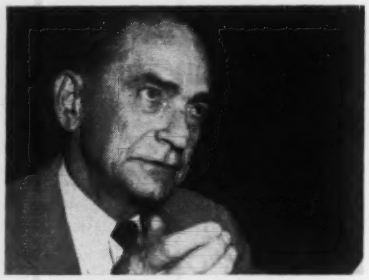
UNDOUBTEDLY the most critical area of the radio spectrum—as far as broadcasting is concerned—is that containing the vhf and uhf frequencies in which television and fm are established and which is the space most coveted by non-broadcast services. Aviation, trucking, taxicabs, manufacturing, police and fire and other users have applied steady pressures on the FCC for more space in these bands.

The table printed below shows users of the bands in the 30-890 mc area of the electromagnetic spectrum. The area from 890 mc to 3,000 mc (uhf's limit) is used mainly by aviation and government —with broadcast and other non-broadcast usage limited to relay links as well as some operational fixed assignments. Above 3,000 mc is the area now used mainly for fixed point-to-point relay and fixed common carrier communications, with a slice for broadcast relay use at the 7,000 mc point and the 13,000 mc area. Equipment for these above-3,000 mc bands is relatively complex and expensive and is not yet at the mass production level.

Below 30 mc, where standard broadcasting has had its home for the past 30-odd years (540-1600 kc), are the international bands, aeronautical and maritime radio-navigation and mobile communication service, amateurs, police and fire and other services. Broadcasting has segments below-30 mc for remote pickup and there are other bands allocated for international broadcasting.

BANDS (In mc.)	SERVICE	CLASS
30.00— 30.56	Government	Fixed Land & Mobile
30.56— 30.64	Industrial	Special Industry
30.64— 30.84	Industrial Land Transp.	Petroleum Motor Carrier (Passenger)
30.84— 31.16	Public Safety Land Transp.	Forestry Conservation Motor Carrier (Passenger)
31.16— 32.00	Public Safety	Forestry Conservation
32.00— 33.00	Government	Fixed and Mobile
33.00— 33.12	Public Safety	Highway Maintenance & Special Emergency
33.12— 33.16	Industrial	Low Power
33.16— 33.40	Industrial	Petroleum
33.40— 34.00	Public Safety	Fire
34.00— 35.00	Government	Fixed and Mobile
35.00— 35.04	Industrial	Low Power
35.04— 35.20	Industrial Maritime Mobile	Power
35.20— 35.68	Domestic Public	
35.68— 35.72	Land Transp.	Auto Emergency
35.72— 35.96	Industrial	Special Industrial
35.96— 36.00	Land Transp.	Auto Emergency
36.00— 37.00	Government	Fixed and Mobile
37.00— 37.44	Public Safety	Police
37.44— 37.88	Industrial	Power
37.88— 38.00	Public Safety	Highway Maintenance & Special Emergency
38.00— 39.00	Government	Fixed & Mobile
39.00— 40.00	Public Safety	Police
40.00— 42.00	Governm't/ISM	Fixed & Mobile 40.68 mc Hydrological Pa. & W. Va. (N. Govt.)
42.00— 42.96	Public Safety	Police
42.96— 43.00	Industrial	Low Power
43.00— 43.20	Industrial Maritime Mobile	Special Industry
43.20— 43.68	Domestic Public	
43.68— 43.96	Land Transp.	Motor Carrier (Passenger)
43.96— 44.08	Land Transp.	Motor Carrier (Pass'ger & Property)
44.08— 44.44	Land Transp.	Motor Carrier (Property)
44.44— 44.60	Land Transp.	Motor Carrier (Passenger)
44.60— 46.04	Public Safety	Police
46.04— 46.52	Public Safety	Fire
46.52— 46.84	Public Safety	Forestry Conservation
46.84— 47.40	Public Safety	Highway Maintenance
47.40— 47.68	Public Safety	Special Emergency
47.68— 48.56	Industrial	Power
48.56— 49.20	Industrial	Petroleum
49.20— 49.52	Industrial	Forest Products
49.52— 49.68	Industrial	Forest Products & Special Industrial
49.68— 49.84	Industrial	Motion Picture & Special Industrial
49.84— 50.00	Industrial	Special Industrial
50.00— 54.00	Amateur	
54.00— 72.00	Tv Bcstg.	Channels 2, 3, 4
72.00— 74.60	Operational Fixed (Non. Govt. Fixed & Govt. Fixed & Mobile Alaska)	Base-transmitter link, all non-broadcast services
75.00—	Government (Non. Govt.)	Marker Beacons
75.40— 76.00	Operational Fixed (Fixed Alaska)	Base-transmitter link, all non-broadcast services
76.00— 88.00	Tv Bcstg. (Fixed Alaska & Hawaii) Govt. Fixed & Mobile Alaska)	Channels 5, 6
88.00—100.00	Fm Bcstg. (Fixed Alaska & Hawaii) Govt. Fixed & Mobile Alaska)	
100.00—108.00	Fm Bcstg. (Fixed Alaska & Hawaii)	
108.00—112.00	Government (Non. Govt.)	Aero. Radio Navigation (Localizer) (Omnidirectional radio range)

BANDS (In mc.)	SERVICE	CLASS
112.00—118.00	Government (Non. Govt.)	Aero. Radio Navigation (Omnidirectional radio range)
118.00—121.40	Government (Non. Govt.)	Aeronautical Mobile (Airdrome Control)
121.40—121.60	Government (Non. Govt.)	Aero. Mobile (Emergency & Distress)
121.60—122.00	Government (Non. Govt.)	Aeronautical Mobile (Aero. Utility)
122.00—122.75	Government (Non. Govt.)	Aeronautical Mobile (Private Aircraft)
122.75—122.85	Government (Non. Govt.)	Aero. Advisory
122.85—123.00	Government (Non. Govt.)	Aeronautical Mobile (Private Aircraft)
123.00—123.60	Government (Non. Govt.)	Aeronautical Mobile (Flight Tests & Flying School)
123.60—126.08	Government (Non. Govt.)	Aeronautical Mobile (Traffic Control)
126.08—132.00	Government (Non. Govt.)	Aeronautical Mobile (Aero. En Route)
132.00—144.00	Government	Fixed & Mobile
144.00—148.00	Amateur	
148.00—152.00	Government	Fixed & Mobile
152.00—152.24	Domestic Public	(Other than landline telephone co's.) Rural Radio Service (Secondary basis)
152.24—152.48	Land Transp.	Taxicab
152.48—152.84	Domestic Public	(Landline telephone co's.) Rural Radio Service (Secondary basis)
152.84—153.02	Industrial (Remote Pick up B/C)	Motion Picture & Special Industrial
153.02—153.38	Industrial (Remote Pick up B/C)	Forest Products & Petroleum
153.38—153.74	Industrial	Power
153.74—154.46	Public Safety (Fixed)	Fire (Puerto Rico & Virgin Islands only 154.04—154.46)
154.46—154.61	Industrial	Special Industrial
154.61—156.25	Public Safety	Police
156.25—157.05	Maritime Mobile (Public Safety)	
157.1 —157.2	Government	Fixed & Mobile
157.25—157.45	Maritime Mobile (Public Safety)	
157.45—157.74	Land Transp.	Taxi
157.74—158.10	Domestic Public	
158.10—158.28	Industrial	Power
158.28—158.46	Industrial	Forest Products & Petroleum
158.46—158.70	Domestic Public	Landline telephone co's. (Rural radio)
158.70—159.24	Public Safety	Police
159.24—159.48	Public Safety	Forestry Conservation
159.48—161.85	Land Transp.	Railroad
162.00—174.00	Government (Non. Govt.)	(Industrial, public safety, remote pickup, forest fire fighting, conservation, hydrological, meteorological; specified frequencies)
174.00—216.00	Tv Bcstg.	Channels 7—13
216.00—220.00	Government	Telemetering (Land & Mobile)
220.00—225.00	Amateur	
225.00—328.6	Government (Non. Govt.)	(Petroleum radio location, specified frequencies)
328.6 —335.4	Government (Non. Govt.)	Aeronautical navigation (Glide path)
335.4 —400.00	Government	Fixed & Mobile
400.00—406.00	Government (Non. Govt.)	Meteorological Aids (Radiosonde)
406.00—420.00	Government	Fixed & Mobile 8 frequencies govt. (Non. govt.) Hydrological fixed stations)
420.00—450.00	Amateur	(Altimeters permitted temporarily 420-460mc)
450.00—451.00	Broadcasting	Remote Pickup
451.00—451.95	Industrial	Power Petroleum Forest Products Motion Picture Press Relay Special Industrial
452.00—452.50	Land Transp.	Taxicab
452.50—452.60	Land Transp.	Auto Emergency
452.60—453.00	Land Transp.	Motor Carrier (property) Railroad
453.00—454.00	Public Safety	Police Fire Forestry Conservation Hwy. Maintenance Special Emergency
454.00—454.40	Domestic Public	Land Mobile (Other than telephone companies) Rural (Secondary basis)
454.40—455.00	Domestic Public	Land Mobile (Telephone companies) Rural (Secondary basis)
455.00—456.00	Broadcasting	Remote Pickup
456.00—457.00	Industrial	Power Petroleum Forest Products Motion Picture Press Relay Special Industrial
457.00—457.50	Land Transp.	Taxicab
457.50—457.60	Land Transp.	Auto Emergency
457.60—458.00	Land Transp.	Motor Carrier (Passenger & property) Railroad
458.00—459.00	Public Safety	Police Fire Forestry Conserv. Hwy. Maintenance Special Emergency
459.00—459.40	Domestic Public	Land Mobile (Other than landline telephone companies) Rural (Secondary basis)
459.40—460.00	Domestic Public	Land Mobile (Landline telephone companies) Rural (Secondary basis)
460.00—470.00	Citizens Radio	
470.00—890.00	Tv Bcstg.	Channels 14—83



OUTNUMBERED 200 TO 1

NON-BROADCAST transmitters outnumber broadcast transmitters 200 to 1.

That is FCC Chairman George C. McConnaughey's estimate, given in his yearend review. Here is what he listed:

Water transportation, 60,000: air transportation, 52,000; land transportation, 30,000; industry, 32,000; public safety, 21,000; common carriers, 2,500; amateurs, 154,000.

These are only stations; in some services associated mobile and portable units jump the number of authorizations—public safety, 386,000; industrial, 275,000 and land transportation, 251,000 units.

Mr. McConnaughey called attention to 14,000 industrial stations which use 116,000 transmitters; 17,000 power and petroleum stations using 143,000 transmitters and 1,400 forest products stations with 13,500 transmitters.

There are, he added, 37,000 radio-equipped commercial and private aircraft, served by 4,300 land and other transmitters. In addition, he noted, the Civil Air Patrol uses 13,000 additional fixed and mobile transmitters.

On the water, the FCC chairman illustrated, 60,000 ships use radio to communicate with each other and with more than 2,100 shore transmitters. About 3,000 ships are radar-equipped.

Also, he said, there are 5,000 taxicab stations, using 103,000 transmitters; 1,800 railroad stations, using 59,000 transmitters; 200 passenger bus systems using 3,800 transmitters, and 1,700 trucking stations using 25,500 transmitters.

And, the chairman said, there are 11,000 police stations, using 300,000 transmitters; 3,300 fire stations, using 39,000 transmitters; 2,800 forestry conservation stations using 23,500 transmitters; 1,900 highway maintenance stations with 17,000 transmitters, and 2,400 special emergency stations with 9,000 transmitters; and over 21,000 citizens radio service stations using 55,000 transmitters.

Hams account for 154,000 stations, but use only 143,000 transmitters. This is due, the chairman said, to club operation and the fact that many amateurs hold more than one type of operator's permit.

nel 770 kc, on which Class 1-A WABC New York operates. The court, following an appeal by WABC, told the Commission to resolve this long-standing incursion of WABC's rights. The FCC told KOB it would either have to install a directional antenna or go off the air. At the moment, KOB is under orders to protect WABC's Class 1 contour by directionalizing, while the Commission strives to find a frequency or a solution for the impasse.

The Commission discussed the clear channel matter once, it is known, and instructed the staff to recommend whether to cancel the entire matter or reopen the proceeding to bring it up to date. The latter is what the Clear Channel Broadcasting Service has asked be done.

There are two other matters involving am stations which are bound to get FCC attention this year. One is a petition by a group of daytime-only broadcasters seeking a change in their official hours of operation. The other is by a group of local, Class IV stations asking that they be permitted to increase power from the existing maximum of 250 w to 1 kw.

The Daytime Broadcasters Assn. filed a formal petition with the FCC in December 1955. They asked that the rules be changed to permit them to operate from 5 a.m. to 7 p.m. local time, or from sunrise to sunset, whichever gives them more hours on the air. Present rules limit daytimers to local sunrise to sunset. This is all right in the summer months, but, according to daytimers, is discriminatory in the fall and winter months. At that time, darkness sets in earlier and sunrise is later. DBA's claim is that this dilutes their services to their communities. These hours are needed, they say, to give their listeners local news, farm reports, weather conditions, etc.

At one point, daytimers got the Senate Small Business Committee interested in their claimed plight. A subcommittee was appointed, chairmanned by Sen. John Kennedy (D-Mass.) and a hearing was scheduled. However, when the 84th Congress came to an end, it was announced that this hearing would be held early in 1957.

Since the limitations on daytimer operation are aligned with daylight and night hours, it is obvious that the daytimers' request to be permitted to operate in darkness will have some effect on clear channel operations. It can be assumed, therefore, that the Commission's activity in the clear channel proceeding will have an effect on the DBA petition.

The bid for higher power for local stations was made by Community Broadcasters Assn. It wants the FCC to allow all Class IV stations to use 1 kw—instead of limiting them to 250 w. This is needed, CBA declares, in order to overcome the interference that has ensued through the crowded use of these frequencies in recent years and because greater industrialization and electrical use has raised the noise level in their communities. There are about 900 local stations operating today.

CBA was organized in 1954. It has an engineering study underway which will attempt to show that there are no problems connected with this increase—the only change so far suggested is that the adjacent channel interference ratio be lowered from 2:1 to 1:1. This is more realistic, CBA says, because today's radio receivers are more selective.

In a survey made in 1956, it was indicated that higher powers would permit community stations to not only reach larger areas but also to be received clearer at night and, to a degree, in the daytime. Stronger signals would enable stations to perform these services, most of them said: warn of floods, tornadoes, weather conditions, hurricanes, school closings, road conditions, prairie fires, etc.

This increased power, community broadcasters claimed, would also permit better service to more people day and night, more farm programs, market reports, crop forecasts, more local community events, news reports, etc. The additional coverage would mean improvements in programming and personnel, the survey showed, and also would help make the stations more competitive economically—by making them a better buy for local advertisers.

The self-interest of local operators was admitted. If power is raised, 76% said they would receive more revenue from national advertisers.

Tv's In Mind, Too

Television, of course, is not being slighted. The Commission is on record as seriously thinking of moving all tv to the uhf band—provided no person is denied tv service. An industry committee has been organized with FCC blessings to explore the whole province of uhf—its propagation, its transmitting equipment and its receiving gear—and to compare this with vhf television. This group, Technical Allocations Study Organization, after several months of search hired Dr. George R. Town, Iowa State College electrical engineering professor and before that with Stromberg-Carlson and Sylvania, as executive director. The new year bids fair to see the study get down to facts.

If the Commission ever moves tv out of its present vhf bands, the question of who gets what part of the vacated area will be bound to engage the federal agency for years to come. Most vigorous claimants are the non-broadcast services—mainly aviation, commercial and industrial.

But, within that spectrum area is also the growing field of ionospheric scatter transmission, where distances of from 1,000 miles to 1,500 miles are possible. Tropospheric scatter circuits, using uhf frequencies and reaching 200-300 miles at one leap, already are in existence not only by the military services in the far north and elswhere, but also by some commercial interests—AT&T's over-the-water hop from Florida to Cuba is one instance.

Forward scatter is the term given to the reradiation from ionized layers above the earth's surface of extremely high-powered directional transmissions. Tiny elements of the signal can be effectively received on large parabola receiving antennas. These signals were once considered of such minute strength that they were unusable, but recent advances in power, directivity and receiving sensitivity have enabled them to be utilized.

It is the need for this new service, as

well as the great pressures from the non-broadcast users for more space which have impelled the Commission to have a new look at the spectrum. Already the FCC has ordered a general study of the radio spectrum over 890 mc, and, according to informed sources, will, before the new year is far along, order some sort of review of that section between 25 mc and 890 mc.

Television operates between 54 mc and 216 mc, although there are other services sandwiched in between chs. 4 and 5 and chs. 6 and 7. Fm broadcasting occupies that area between 88 mc and 108 mc.

The pressures of non-broadcast services for more space have been growing apace. In its annual report, the FCC depicts this graphically: In 10 years authorizations in the non-broadcast field (aviation, marine, land transportation, public safety, industrial, amateur and other services) have increased from less than 92,000 to nearly 340,000—a 400% increase. Ten years ago there were 40 different classes of radio service; today, notwithstanding some consolidations for administrative purposes, there are 65 different classes of radio service.

In 1946, the FCC reported, there were 2,500 broadcast authorizations; today there are 7,000.

This impetus for more space for communications—as differentiated from broadcasting—have come from many sources. And some are not bashful about pointing the finger at broadcasting, particularly fm's purported vulnerable position and in some cases the lower vhf bands now used for television.

This attitude was given public circulation early in December. In a speech in Florida, Jerimiah Courtney, a Washington communications attorney, pounded at what he called the "imbalance" in the spectrum between government and non-government, and in the non-government sector of the spectrum, between broadcasting and non-broadcasting. He urged that tv and fm be forced into narrower allocations to give more space to non-broadcast users. He specifically called for fm's 20 mc to be re-evaluated in the light of the small use being made of this band. There are more than 500 fm stations in operation.

ADVERTISERS & AGENCIES

Continued from page 29

and other products) took its first network tv plunge; a lion's share of the Remington-Rand Shaver (Div. of Sperry-Rand Corp.) $6 million advertising budget was tossed to tv, with emphasis on network sponsorship.

Bulova Watch Co., New York, a heavy spot advertiser, during the year entered network tv for the first time; Paper-Mate Co. (Gillette sudsidiary) launched a $1 million campaign in May with the bulk for tv; Florida Citrus Commission set more than $1.5 million for tv spot and $104,000 for radio spot; Anderson, Clayton & Co. (cotton oil processor) placed 65% (about $750,000) of its Mrs. Tucker's Foods Div. ad budget into spot tv, buying into 32 mid-west markets; Grove Labs hiked its ad budget, much of it going into the air media.

Mentholatum Co. (cold preparations), Buffalo, set more than $500,000 in radio-tv for the fall of '56; Whirlpool-Seeger, armed with a $20 million total ad budget, planned a heavier emphasis on tv; Bon Ami earmarked $350,000 in its biggest tv spot splurge in daytime. In September, the political parties had $2.1 million worth of radio-tv network time under option or contract; National Brands Div. of Sterling Drugs Inc. raised its advertising budget 15% to $15 million with about $10 million slated for radio-tv.

Bymart-Tintair Inc. (Tintair dye), New York, planned its biggest use of tv spot and film in five years when it had spent $4 million on the medium; American Gas Assn. signed for its first network tv sponsorship (half-hour of CBS-TV's *Playhouse 90* effective next month); Sweets Co. of America (Tootsie Rolls), New York, rolled a $1 million gross billing on NBC-TV for daytime segments, and Chesterfield wrapped up Frank Sinatra's show upcoming next fall on ABC-TV.

High spots in agency mergers, changes, absorptions, etc., included sale of 41-year-old Erwin, Wasey & Co. by L. R. and George Wasey to Howard D. and David B. Williams, who became chairman of board and president, respectively. Formation of Vic Maitland & Assoc., Pittsburgh, was effected by John Maitland (executive vice president) and son V. I. Maitland who became president. Morey, Humm & Johnstone Inc., New York, changed its name to Morey, Humm & Warwick Inc., J. R. Warwick becoming vice president, director and chairman of the plans board. David J. Mahoney sold his agency to MacManus, John & Adams, becoming president of Good Humor Corp., Brooklyn.

Compton Adv., New York, absorbed W. H. Hunt & Assoc., Los Angeles. Texas Co. consolidated all of its advertising (about an $11 million billing) with Cunningham & Walsh and C&W absorbed Conklin Mann & Son, New York, that was billing about $3.5 million a year. In December, C&W was boosted to the $50 million billing category when it took over Brisacher, Wheeler & Staff, San Francisco, and the Mayers Co., Los Angeles. Also in December, Geare-Marston Inc., Philadelphia, merged with Ruthrauff & Ryan, New York, raising the latter's billing category to $40-45 million a year.

Among the many agency executive changes: Ted Bergmann, former head of Du Mont Television Network and associated with Du Mont's Electronicam service, and Lansing Lindquist, vice president in charge of radio-tv, Ketchum, MacLeod & Grove, Pittsburgh, moved to McCann-Erickson as vice presidents and associate radio-tv directors (forerunner to M-E, a radio-tv "heavy," expanding its tv-radio department as a "third arm" in the agency and of equal stature with marketing and creative divisions); Lawrence Valenstein, president-founder, Grey Adv., was raised to chairman of the board and executive committee, and Arthur Fatt from executive vice president to president. Herbert D. Strauss succeeded Mr. Fatt.

Richard K. Manoff, formerly vice president-account supervisor and member of the review board, Kenyon & Eckhardt, New York, resigned and set up his own agency under his name, will handle the $2 million Welch grape juice account formerly at K&E; Kenneth Beirn, former president of Biow-

15%: MAJOR ISSUE OF ADVERTISING YEAR

ONE of the toughest subjects in advertiser-agency relations in any year—how the agency should be paid—came to the fore in 1956 and promised to occupy top-level attention for months yet to come.

The debate gained impetus in February when the American Assn. of Advertising Agencies became the first of the defendants—who included American Newspaper Publishers Assn. and other non-broadcast groups—to sign a consent decree settling its phase of an antitrust suit filed by the Justice Dept. in 1955.

By terms of that decree, the AAAA agreed not to attempt to "fix, establish or stabilize" agency commissions, advise or require any agency not to rebate or split agency commissions, persuade media to deal only with "recognized" agencies, or prohibit speculative presentations by agencies. The decree made plain, however, that none of the bans on AAAA applied to agencies individually.

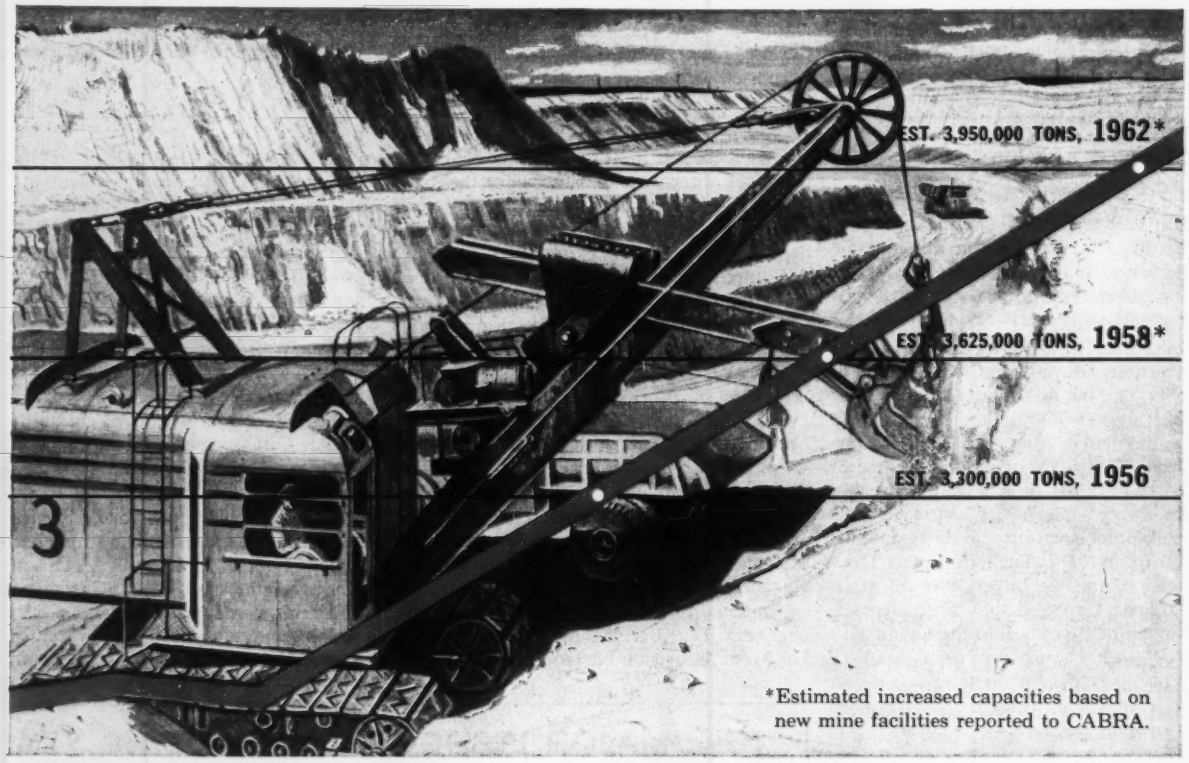
Agency people claimed advertisers used the decree as an excuse to raise the commission issue. Advertisers claimed the commission system had been worrying them long before the antitrust suit was filed. They also denied that their objective was to cut the agencies' pay.

The issue dominated many sessions of both AAAA and the Assn. of National Advertisers. Agency leaders almost to a man contended that payment by commission—generally it's been 15%—was the fairest compensation system that had been devised. Advertisers took the position that the role of the agency has changed; that agencies serve the advertiser, not media, and that therefore the advertiser should have more direct control over what is paid—in short, that the time had come for "re-evaluation" of the system by individual advertisers and their respective agencies.

Both AAAA and ANA have committees working specifically on the problem. In late October, ANA launched an independent study of the functions and practices of today's advertising agencies which it hoped would enable individual advertisers to make up their minds on the merits of the 15% system. The study is being conducted by Prof. Albert Frey, marketing professor in the Tuck School of Business Administration at Dartmouth College, and ANA expects to present a preliminary report at its 1957 spring meeting and a final one next fall.

Still MORE COPPER is coming

as free-world capacity expands!


EST. 3,950,000 TONS, 1962*
EST. 3,625,000 TONS, 1958*
EST. 3,300,000 TONS, 1956
*Estimated increased capacities based on new mine facilities reported to CABRA.

"Can we depend on Copper's availability?"

This question concerns many a Company whose future depends on quality of materials used today.

The Copper Industry gives this assurance:

"Already, enough Copper has been made available to meet any normal requirement. And more is scheduled to come. Increased capacity . . . careful planning throughout the Industry . . . these factors will help to meet the expected increase in demand for Copper."

When *your* Company executives are meeting on the subject of *Copper*, suggest that they consider all of Copper's contributions to product-quality.

Remind them that no substitute offers Copper's combination of advantages. Some of them:

Copper conducts electricity best . . . lends itself to miniaturization . . . won't rust and resists corrosion . . . is an excellent heat transfer agent . . . forms and joins easily.

And lives . . . and lasts . . . and serves . . . and satisfies for more years!

So, before your Company meeting adjourns, move that this policy be adopted: "Progress is important to us . . . and Copper is important to our Progress!"

COPPER & BRASS
RESEARCH ASSOCIATION

420 Lexington Avenue, New York 17

COPPER OR ITS ALLOYS PROVIDE THESE ADVANTAGES: Best conductor of electricity commercially available • Does not rust . . . high corrosion resistance • Best heat transfer agent of all commercial metals • Easy to machine, form, draw, stamp, polish, plate, etc. • Welds readily . . . excellent for soldering and brazing

Beirn-Toigo, New York, joined Ruthrauff & Ryan as executive vice president (later elected president), Paul E. Watson moved up from president to board chairman, succeeding Barry Ryan who became chairman of the executive committee, while R. W. Metzger and H. B. Groseth also became executive vice presidents at R&R.

Another B-B-T executive—John Toigo, former partner and executive vice president—joined Schlitz as marketing director; David Botsford Jr. was elected president of Botsford, Constantine & Gardner, Portland, Ore., succeeding his father who became chairman of the board; Reggie Schuebel, president of the firm under her name, resigned to join Norman, Craig & Kummel as vice president (her firm continuing its radio-tv servicing of agency clients); Edwin Cox, senior vice president, Kenyon & Eckhardt, moved up to vice chairman of the board; John T. McHugh, senior vice president and New York manager of Joseph Katz Co., Baltimore and New York agency, was elected president, succeeding Joseph Katz who was elected board chairman.

George H. Frey left NBC as vice president in charge of tv network sales to join Sullivan, Stauffer, Colwell & Bayles, New York, as vice president in charge of network operations; Dan B. Miner, who had formed the agency under his name in Los Angeles in 1911, died Nov. 10.

INVASION OF BIG STUDIO FILM MAJOR 1956 TV DEVELOPMENT

- **Total price sales for movies estimated at $100 million**
- **Television networks seen viewing deluge with concern**
- **Also affected: stations, advertisers, syndicators**

PERHAPS the most far-reaching single development in television in 1956 was the "invasion" by major studio feature film product and the consequent implications for stations, networks, advertisers and syndicators of programs produced for television.

Since the first of the year, the pre-1948 libraries of RKO, Warner Bros. and MGM and groups of pictures from 20th Century-Fox and Columbia Pictures have been released to television, with the total sales price estimated at $100 million [B•T, Dec. 17]. In terms of audience ratings and value to advertisers, feature films were hailed throughout the year by their distributors (and many individual tv stations) as "the greatest buy in television." Each of the distributors of major studio libraries, from time to time, issued reports on huge ratings compiled by feature films, some in competition with network programming.

The first overt indication that networks are viewing the feature film deluge with concern came from Robert Sarnoff, NBC president, during the network's 30th anniversary celebration in Miami Beach [B•T, Dec. 17]. Although Mr. Sarnoff made no direct reference to the threat to network sponsorship by feature films, major distributors have made no secret of their intention to woo the national advertiser more ardently in 1957. A start was made in this direction in 1956 when several national advertisers arranged for program sponsorship of feature films, with the most-heralded purchases being Colgate's $750,000 investment on KTTV (TV) Los Angeles for Metro-Goldwyn-Mayer features. Other outstanding national advertiser buys were those of Bristol-Myers on the Triangle stations using various libraries; Whitehall's Anacin in 12 markets, and American Character Doll and Remco Electronic Toys in 22 markets, both using Warner Bros. features and cartoons, and Ford Motor Co., using RKO features on WFIL-TV Philadelphia.

Distributors acknowledge that only a dent has been made, but they point out that other than scattered spot announcements, the national advertiser in the past has shied away from using feature film. They feel that 1957 can only accelerate a trend that is beginning and they all are highly optimistic.

An off-shoot development to the interest in feature films by national advertisers was the formation this past summer of the NTA Film Network by National Telefilm Assoc. The network began operations on Oct. 15 with more than 100 affiliates, each of which had made available 1½ hours of time for feature film programming. Although the NTA film network has been busy trying to line up a group of national advertisers to sponsor, at year's end its quest had not been successful. Last week a spokesman said the network is "very close" to signing a national advertiser.

Entry of Loews Inc. into television this summer through its subsidiary MGM-TV also paved the way for Loews' acquisition of interest in tv stations. One condition of sale of its feature film library to three stations—KMGM-TV Minneapolis, KTTV (TV) Los Angeles and KTVR (TV) Denver—was the acquisition of 25% stock interest in each of the stations. That this type of "invasion" of television by major motion picture studios is not an isolated case may be adduced by the recent announcement by Screen Gems, a subsidiary of Columbia Pictures, of setting up a station operations department, among whose functions will be to acquire interest in tv stations [B•T, Dec. 10].

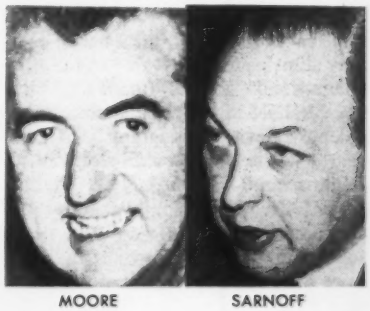
Despite the increasing popularity of feature films to both audiences and advertisers, television film syndicators reported "brisk business" though several reduced operations during the year and several mergers and purchases were effectuated. Last spring CBS purchased Terrytoons Inc. from founder Paul Terry for about $4-5 million and in May NTA bought UM&M Corp. for more than $4 million. Several weeks ago Screen Gems acquired Hygo Television Films and United Television Films, which Hygo had purchased in 1955.

The upsurge in the foreign market during 1956 was reported by many of the larger syndicators, who expanded their staffs to accommodate this new business. At year's end, the prospects for increased revenue from sales overseas were echoed by the majority of tv film distributors, with many voicing the opinion that in five years, half of gross sales will be accounted for by activity abroad.

Companies most prominent in the foreign field are Ziv Television Programs, Television Programs of America, ABC Film Syndication, NBC Films, CBS-TV Film Sales, Screen Gems, Official Films, and Fremantle Overseas Radio and Television, which serves as sales agent in foreign markets for many distributors without an international sales organization.

Hollywood's influence in television during the year was evident in areas outside of its interest in tv station acquisitions and in sale of feature libraries during the year (RKO's to C & C Television Corp. for $15.1 million; Warner's to PRM, now Associated Artists Productions Corp. for $21 million; 20th Century-Fox' to NTA for a committed $30 million; Columbia Pictures' and Metro-Goldwyn-Mayer's through company subsidi-

HEAD TO HEAD, NOT EYE TO EYE



MOORE SARNOFF

OPPOSITE POLES of the dispute about broadcast practices—a subject in which film men have a distinct interest—are represented by Richard A. Moore, president and general manager of KTTV (TV) Los Angeles, and Robert W. Sarnoff, president of NBC. In March, Mr. Moore testified before the Senate Commerce Committee against network option time and must-buy agreements—the same arguments film syndicators later advanced before the House Antitrust Subcommittee. Mr. Sarnoff rebutted the arguments in his own testimony before those committees. Then, before the NBC affiliates convention in Miami Beach earlier this month, he pointed to growing danger that the invasion of film product—particularly feature films from movie libraries—could dilute and even destroy the effectiveness of live television network service. Mr. Moore's station (an independent) has used feature films with notable rating successes in recent months.

aries, Screen Gems and M-G-M-TV, respectively).

Fox also acquired 50% interest in the NTA Film Network in a transaction with NTA said to be separate from its feature film deal, and also arranged to produce four tv film series for distribution by NTA in 1957. Fox reportedly has invested $2.5 million to refurbish its west coast studios designated for tv film production, and RKO Television announced plans for increased tv program production.

In a corollary development, American Broadcasting-Paramount Theatres last month formed a new subsidiary, Am-Par Pictures Corp., to produce motion pictures for theatrical use.

Paramount Pictures is the sole major studio to have withheld its pre-1948 product from television, though the company is "exploring" the feasability of such action. Considerable discussion was held during the year by producers, distributors, and various entertainment unions on the disposition of post-1948 product of major studios. In mid-December, Matthew Fox, president of C & C Television, arranged for release to television of 83 post-1948 RKO pictures, but it was emphasized that his agreement with the talent guilds was for this transaction only and a formula for the industry as a whole was not involved.

Throughout the year there were apparent clashes of interest between networks and film syndicators, highlighted by the appearances of Richard Moore, KTTV (TV) Los Angeles, before the Senate Commerce Committee, and, before the House Antitrust Subcommittee investigation in New York, of four tv film leaders—Ralph M. Cohn, vice president and general manager, Screen Gems; Michael M. Sillerman, executive vice president, Television Programs of America; Herbert Jaffe, executive vice president, Official Films, and A. Frank Reel, operations manager, Ziv Television Programs. The main points they made were that network option time should be restricted; the total amount of programming a station may take from any one source should be limited and network participation in program production should be restricted or banned. The four companies banded together as the nucleus of the Assn. of Television Films Distributors Inc., and plan to intensify their efforts in 1957.

During the last two months of the year, Lever Bros. spearheaded a campaign to improve the quality of television films. The project gained momentum as representatives of Lever Bros. and its agencies solicited the assistance of various industry groups, including Film Producers Assn. of New York and National Television Film Council.

Although stations probably have realized the value of feature film programming, its high cost apparently dictated a plan revealed last November under which a group of 35 stations met to explore the possibility of bypassing the distributor and buying the Paramount Pictures library and Universal-International features directly. One of the leaders of this project is Ted Cott, managing director of DuMont Broadcasting Corp. (WABD [TV] New York and WTTG [TV] Washington), who reported that station officials feel that costs could be cut virtually in half by eliminating the distributors.

SALE OF RADIO, TV STATIONS REACHES NEW RECORD IN 1956

- **Approximately $100 million in station assignments, transfers**
- **Highspot: Crowell-Collier failure to become major broadcast entity**
- **New York investment banker Whitney buys important properties**

THE purchase and sale of radio and tv stations in 1956 reached a new high. The FCC in its annual report issued two weeks ago disclosed that 1,085 applications for station transfers had been filed—an increase of 10%—and this only to June 30, 1956. But, a summary of the noteworthy station transactions, given below, indicates that more than $75 million was involved.

If the bulk of other transfers are included, it is inescapable that $100 million was involved in station assignments and transfers during the calendar year.

Highspot of this area of broadcasting activity was the Crowell-Collier fizzle after grandiose plans had been publicized to put that publishing firm into broadcasting as a major entity. Crowell-Collier did actually acquire KFWB Los Angeles, but its $16.2 million bid for Consolidated Telecasters and Radio Broadcasters Inc. properties fell afoul the tight money market. This disaster seemed to spur dissolution, for within weeks Crowell-Collier folded its remaining two magazines (it had suspended another earlier) and was faced by a full-scale Securities & Exchange Commission investigation.

The Consolidated group's properties were snapped up by Time Inc., for a $15.7 million figure, minus one radio property.

In the course of the year, New York investment banker J. H. Whitney & Co. became a major factor in broadcasting. It paid $10 million for the Bruce McConnell interests in Indianapolis and Fort Wayne and also acquired control of a vhf television outlet in the Galveston-Houston market. This in addition to its control of a Tulsa vhf station.

Other highlights during the year were Westinghouse's $5.3 million purchase of WIND Chicago; Storer's multi-moves, all contingent one way or the other on each other; NBC and CBS acquisition of second uhf outlets, after objections and Commission-ordered studies, and the NBC and Westinghouse exchange of stations—resulting in FCC approval, but a civil antitrust suit against RCA-NBC by the Dept. of Justice.

Collier's Flunks Out

Noteworthy 1956 station sales are listed below:

Fiasco of the year was Crowell-Collier's $16.2 million contract to buy the Bitner-controlled Consolidated Telecasters & Radio Broadcasters Inc. (WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, WTCN-AM-TV Mineapolis-St. Paul and WFDF Flint, Mich.). After backing and filling for almost six months, and after it appeared that Crowell-Collier had found means to secure financing, the entire transaction blew up at the last minute when the magazine company found the money market too tight for the funds involved. It cost Crowell-Collier $100,000 in liquidated damages for this experience—which eventuated in the closing of its two magazines—*Collier's* and *Woman's Home Companion*. A third publication, *American* magazine, had been suspended earlier. The events even brought the Securities & Exchange Commission hot on the trail of possible irregularities in Crowell-Collier debenture issues. However, the publishing company did come out of the grandiose plunge into broadcasting with 50 kw KFWB Los Angeles, for which it paid $2.35 million. An earlier $1 million buy of KULA-AM-TV Honolulu was cancelled by mutual consent.

The Bitner properties (minus WFDF Flint) have been bought by Time Inc. for $15,750,000, subject to FCC approval. Time will have to sell one of its tv properties in order to remain within the five vhf-to-a-single owner FCC rule; Time now owns 50% of KOB-AM-TV Albuquerque, N. M. (other 50% is owned by Wayne Coy, former FCC chairman); 80% of KDYL-AM-FM and WTVT (TV) Salt Lake City (20% owned by G. Bennett Larson), and 100% of KLZ-AM-FM-TV Denver, Colo.

Westinghouse Broadcasting Co. paid the largest sum to date for a standard broadcast station when it acquired WIND Chicago and a construction permit for ch. 20 there for $5.3 million in Westinghouse stock (as of Aug. 24). The highest ever paid for an am station was the $4 million paid last year for 50 kw WNEW New York by broadcaster Jack D. Wrather and associates.

Storer Broadcasting Co., already the owner of the limit for tv—five vhf and two uhf outlets—made four deals during the year, all of which are still pending. It paid $27,277 for the ch. 3 construction permit held by KSLM-TV Salem, Ore., with the proviso it be moved closer to Portland, Ore., where Storer operates ch. 27 KPTV (TV); it bought ch. 3 WMUR-TV Manchester, N. H., for $850,000 contingent on its move closer to Boston, Mass.; and it recently signed an agreement with WPFH Inc. to pay $5.4 million for ch. 12 WPFH (TV) Wilmington, Del., and WIBG-AM-FM Philadelphia, Pa. On the other side of the coin, Storer signed an agreement to sell its WAGA-AM-FM-TV Atlanta, Ga., to the Washington Post Co. for $6.5 million, dependent on FCC approval of its Manchester, N. H., purchase. The Washington Post Co. *(Washington Post & Times-Herald)* owns WTOP-AM-FM-TV Washington and WMBR-AM-TV Jacksonville, Fla. In addition to Portland and Atlanta, Storer also owns WGBS-AM-FM-TV Miami, Fla.; WMBR-AM-TV Birmingham, Ala.; WJBK-AM-FM-TV Detroit, Mich.; WSPA-AM-FM-TV Toledo, Ohio; WJW-AM-TV Cleveland, Ohio, and WWVA-AM-FM Wheeling, W. Va.

NBC acquired its second uhf when it received FCC approval late in the year, follow-

ing 12 months delay due to objections and questions regarding overlap, of WKNB-AM-TV New Britain, Conn. NBC paid $600,000 for the stations; the tv operating on ch. 30. In 1955 NBC acquired its first uhf when it bought ch. 17 WBUF (TV) Buffalo, N. Y., for $312,500. During the year, NBC exchanged its WTAM-AM-FM and WNBK (TV) Cleveland, Ohio, for Westinghouse Broadcasting Co.'s KYW and WPTZ (TV) Philadelphia. WBC also received $3 million. The Philadelphia stations are now WRCV-AM-TV, and are the subject of a Dept. of Justice civil suit against RCA-NBC for conspiracy to violate the antitrust laws. The government claims that RCA-NBC threatened to withdraw NBC affiliations from WBC stations in order to pressure WBC to agree to the Cleveland-Philadelphia swap.

CBS got its second uhf—ch. 18 WGTH-TV (now WHCT [TV] Hartford, Conn.)—for $650,000. CBS's other uhf is ch. 19 WXIX (TV) Milwaukee, which it acquired from Bartell brothers in 1954 for $350,000 —plus paying $650,000 to Lou Poller for buying out ch. 25 WCAN-TV Milwaukee studio space and equipment.

J. H. Whitney & Co. (whose major owner John H. [Jock] Whitney was last week named ambassador to the Court of St. James), paid $10 million for WISH-AM-TV Indianapolis and WANE and WINT (TV) Fort Wayne-Waterloo, Ind., and earlier in the year paid $3.75 million for a 90% interest in KGUL-TV Galveston-Houston, Tex. The Whitney interests own 90% of KOTV (TV) Tulsa, Okla., and have varying interests in community tv systems in the West. Earlier in the year, owners of the WISH properties paid $800,000 for ch. 5 WINT and surrendered their cp for uhf in Fort Wayne.

Newcomer Transcontinent Tv Corp., comprising upstate New York financial interests who have major interests in WGR-AM-TV Buffalo, N. Y., among others, plunged into broadcasting with the $5 million purchase of WHAM-AM-TV and WHFM (FM) Rochester, N. Y., and the $800,000 purchase of WSVA-AM-FM-TV Harrisonburg, Va. (with ownership shared with Hamilton Shea, former NBC executive). After receiving FCC approval for its Rochester purchase, Transcontinent sold off the am and fm outlets for $500,000, changed the ch. 5 call letters to WROC-TV. Trancontinent now is half-owned by General Railway Signal Corp., Rochester, N. Y.

A group of west coast businessmen, including Albert Zugsmith, Arthur B. Hogan, Frank Oxarart, Richard C. Simonton, Jack Burnett, and Richard Feldman, acquired two radio and one tv properties during the year. A segment of the group paid $150,000 for KITO San Bernardino, and $100,000 for KBMI and KSHO-TV Henderson-Las Vegas, Nev. Mr. Hogan bought KFOX Long Beach, Calif., for $536,000. The group, in varying combinations, owns KULA-AM-TV Honolulu and KRKD Los Angeles.

Triangle Publications Inc. (*Philadelphia Inquirer*-Annenberg) reached out across a couple of state lines and bought WNHC-AM-FM-TV New Haven, Conn., for $5.4 million. The year before it had paid $3 million for WNBF-AM-TV Binghamton, N. Y., and $3.5 million for WFBG-AM-TV Altoona, Pa. It owns WFIL-AM-FM-TV Philadelphia and 50% of WHGB Harrisburg, Pa.

Philadelpha Bulletin (WCAU-AM-FM-TV Philadelphia) this year moved outward from the Quaker City; it bought ch. 22 WGBI-TV Scranton, Pa., for $650,000.

Gannett newspapers bought WINR-AM-TV Binghamton, N. Y., paying $165,000 for the properties. Gannett owns WDAN-AM-TV Danville, Ill.; WENY Elmira, 85% of WHEC-AM-TV Rochester, and 49% of WHDL-AM-FM Olean, all N. Y.

The year saw two tv film entities enter the station ownership field. A group headed by Sy Weintraub, president of Flamingo Pictures, paid $1.5 million for KEYD-AM-TV Minneapolis-St. Paul, Minn. It then sold the am outlet for $100,000 and changed the ch. 9 call letters to KMGM-TV—after which it entered into a lease-interest deal with Loew's Inc. for the MGM backlog in return for the movie firm getting 25% interest in the station. Later in the year, Guild Films (Reub Kaufman, president) paid $695,000 for WMAM and WMBV-TV Marinette-Green Bay, Wis.

FORMAL transfer of WIND Chicago to Westinghouse Broadcasting Co. took place Dec. 21, with ceremonies involving Donald H. McGannon (r), WBC president, and Ralph L. Atlass, formerly president of WIND Inc., which sold the station. Mr. Atlass continues as general manager [B•T, Dec. 24]. The price of $5.3 million is highest ever paid for a radio property.

Loew's Inc. has gained 25% interests in following stations: KTTV (TV) Los Angeles, KTVR (TV) Denver, and KMGM-TV Minneapolis-St. Paul, Minn. The only figures which were made public in these transactions was the $1,650,000 Loew's paid for its quarter-interest in KTTV, in exchange for $4 million leasing of the MGM films.

Steinman interests expanded during the year by acquiring ch. 36 WRAK-TV Williamsport, Pa., for $125,000. Steinman owns WGAL-AM-FM-TV Lancaster, WLEV-TV Bethlehem, WKBO Harrisburg, WORK York, WRAW Reading, and WEST-AM-FM Easton, all Pa., and WDEL-AM-FM Wilmington, Del.

Hudson Valley Broadcasting Co. extended its broadcasting province by buying ch. 19 WMGT (TV) Pittsfield, Mass., for $379,000. Hudson Valley already owns WROW-WCDA (TV) Albany and WCDB (TV) Hagaman, both New York.

WSTV Inc. paid $760,000 for KSWM-AM-TV Joplin, Mo., while its $250,000 purchase of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, both W. Va., is in hearing status, under attack by *Clarksburg Exponent*. The Laux-Berkman interests own WPIT Pittsburgh, and WBMS Boston.

Plough Inc., Memphis Tenn., pharmaceutical house (Mexsana, St. Joseph's aspirin, Nujol), added to its holdings by buying two radio properties during 1956. It paid $600-,000 for WCAO-AM-FM Baltimore, Md., and $450,000 for WCOP Boston, adding these outlets to already owned WMPS Memphis, Tenn., and WJJD Chicago, Ill.

Sen. Lyndon Johnson's family extended its holdings in Texas stations by acquiring a 50% interest in KRGV-TV Weslaco, Tex., for $5,000 and a loan of $140,000. It secured an option to acquire 50% of KRGV Weslaco by lending the am station $103,-000. LBJ Co. (for Ladybird Johnson, wife of Sen. Johnson owns KTBC-AM-FM-TV Austin and 29% of KWTX-AM-TV Waco, Tex.

RKO Teleradio Pictures Inc. stepped into a hornet's nest when it paid $400,000 for good music outlets WGMS-AM-FM Washington, D. C. Litigation by a WGMS minority stockholder resulted in an FCC order requiring the stations to be returned to the original owners while a protest hearing takes place. FCC approval of the RKO buy has been stayed, pending the outcome of the protest proceeding. RKO owns WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, WHBQ-AM-TV Memphis, WEAT-AM-TV West Palm Beach, and KFRC San Francisco.

Todd Storz' $850,000 purchase of WQAM Miami, Fla., almost became a *cause celebre*. The Commission after a knock-down go-round on the question of its jurisdiction over programs finally approved the purchase. Nub of the question was Mr. Storz' promotional activities to get people to listen to his stations. Storz stations include KOWH Omaha, WTIX New Orleans, WHB Kansas City and WDGY Minneapolis-St. Paul.

Cowles Broadcasting Co. widened its ownership when it bought WHTN-AM-TV Huntington, W. Va., for $635,000. It already owned KRNT Des Moines, Iowa; WNAX Yankton, S. D.; KTVT (TV) Sioux City, Iowa, and 60% of KRNT-TV Des Moines. The Minneapolis Star & Tribune Co., controlled by members of the Cowles family, owns 47% of WCCO-AM-TV Minneapolis-St. Paul and 80% of ch. 12 KTVH (TV) Hutchinson (Wichita), Kan.

WKY Radiophone Co. (WKY-AM-TV Oklahoma City), which in 1955 paid $570,-000 for WSFA-AM-TV Montgomery, Ala., continued in 1956 to acquire eastern properties; it paid $3.5 million for ch. 13 WTVT (TV) Tampa, Fla. It also sold WSFA for $175,000.

In New Orleans, WDSU-AM-FM-TV expanded its territorial ownership by acquiring 51% of WDAM-TV Hattiesburg, Miss., paying $51,000. WDSU already owns 58%

of WAFB-AM-FM-TV Baton Rouge, La.

J. Elroy McCaw added to his group of stations by having Gotham Broadcasting Co. buy KDAY Santa Monica, Calif., for $650,000. Mr. McCaw owns 75% of Gotham; Jack Keating the other 25%. Gotham owns 50% of KTVR (TV) Denver, and Messrs. McCaw and Keating own KYA San Francisco and 50% of KONA-TV Honolulu. Mr. McCaw in his own name owns KTVW (TV) Seattle. During the year he sold out his interest in KORC Mineral Wells, Tex.

The McLendons moved three times in 1956; they bought KTSA-AM-FM San Antonio for $306,000; they sold WRIT Milwaukee (to the Balabans) for $400,500, and they sold KELP and KILT (TV) El Paso to KXLY-AM-TV Spokane, Wash., interests. The McLendons, Barton and Gordon, still own KLIF Dallas.

Stauffer Publications Inc. bought all the properties of Capper Publications in a $2.5 million transaction—including WIBW-AM-TV Topeka and KCKN Kansas City, Kan., and turned around and sold the Kansas City outlet to Cy Blumenthal for $110,000. Mr. Blumenthal is the principal owner of WARL Arlington, Va. (Washington area), WCMS Norfolk and WROV Roanoke, both Virginia.

H. Scott Killgore's Tele-Broadcasters Inc. bought four radio stations during the year, sold one. It paid $250,000 for WGTH (now WPOP) Hartford, Conn.; $175,000 for KUDL Kansas City, Mo.; $133,000 for WBBR Brooklyn, N. Y., and $300,000 plus adjustments for KALI Pasadena, Calif. It sold WARE Ware, Mass., for $105,000. It owns WKXL Concord, N. H., and WKXV Knoxville, Tenn.

Balabans Add Two More

Theatre owners Harry and Elmer Balaban extended their broadcast holdings by acquiring (with Harold S. and Leo M. Lederer) WRIT Milwaukee for $400,500 and, with the Lederers, 50% of KFBI Wichita, Kan., for $100,000. The Balabans also received a ch. 42 grant in Birmingham, Ala., They control WMCM (TV) Grand Rapids, Mich.; 50% of WICS (TV) Springfield, and 50% of WTVO (TV) Rockford, both Ill.

The year also saw the dissolution of the Frank Carman-Grant Wrathall-O. and Sharon Lee Powers interests. In a $1¼ million transaction, the A. L. Glasmann interests acquired 51% interest in KUTV (TV) Salt Lake City, 100% of KLIX-AM-TV Twin Falls, and 75% of KGEM Boise, both Idaho, and 66⅔% of KOPR Butte, Mont. The Glasmann group already owned or controlled KLO Ogden and KALL Salt Lake City, both Utah; KIMN Denver, Colo., and KMON Great Falls, Mont. Mr. Carman retained KUTA (now KLUB) Salt Lake City.

Gene Autry and Robert O. Reynolds spent $950,000 to acquire KSFO San Francisco. They already own KMPC Los Angeles, and Mr. Autry is a major owner of KOOL-AM-TV Phoenix and KOPO-AM-TV Tucson, both Arizona.

New York realtor Webb & Knapp Inc. (William Zeckendorf) acquired 50% interest in KBTV (TV) Denver, Colo., for $850,000.

KLAC Los Angeles was bought by Mortimer W. Hall for $845,000 from his mother, Mrs. Dorothy Schiff Sonnenborn.

A group headed by Cincinnati industrialist Henry Hilberg paid $820,000 for WEOA-WEHT (TV) Evansville, Ind.

WAVE-AM-TV Louisville, Ky., paid $585,000 for ch. 62 WFIE (TV) Evansville, Ind.

KDWI-TV Tucson, Ariz., went for $533,000 to a group of Texas buyers, among whom are owners of KDET Center, Tex.

After more than half-dozen years in the hands of trustees, the Broadcasting Corp. of America's four standard broadcast stations were finally sold for $400,000 to Imperial Broadcasting System, headed by Frank K. Danzig, Hollywood program producer. The stations, once owned by William L. Gleeson, are KPRO Riverside KROP Brawley, KREO Indio, and KYOR Blythe, all California. KPRO was one of the few holders of tv ch. 1 in pre-1948 days.

Multiple owner David Segal paid an aggregate of $500,000 for KEAR San Francisco. He owns KOSI Denver, WGVM Greenville (Miss.), and KLEE Ottumwa, Iowa.

Lincoln Dellar paid $400,000 for ch. 40 KCCC-TV Sacramento, Calif. He already owns KXL Portland, Ore.; KHMO Hannibal, Mo., and 50% of KJR Seattle, Wash.

Washington food broker and multiple broadcaster John W. Kluge extended his holdings by purchasing for $300,000 KNOK Fort Worth, Tex. He already owns WGAY Silver Spring, Md. (Washington area); WILY Pittsburgh, Pa.; WLOF Orlando, Fla.; KXLW St. Louis and WKDA Nashville, Tenn.

Founders Corp. which owns KPOA Honolulu, WTAC Flint, and 50% of KTVR (TV) Denver, bought WFBL Syracuse, N. Y., for $227,500.

Two Corpus Christi, Tex., radio stations were sold during the year: KWBU went for $200,000 to a syndicate headed by Washington attorney Benito Gaguine; KRIS was sold for $225,000 to a group which included Roy Hofheinz, former mayor of Houston.

Richard Eaton bought bankrupt WACH (now WYOU) and WACH-TV Newport News, Va., for $54,000. Mr. Eaton's United Broadcasting Co. already owns WOOK-AM-TV and WFAN (FM) Washington, D. C.; WJMO Cleveland, Ohio; WSID-WTLF (TV) Baltimore, Md.; WARK Hagerstown, WINX Rockville, both Md., and WANT Richmond, Va.

Country music impressario Connie B. Gay bought WFTC Kinston, N. C., for $145,000. He owns WTCR Ashland, Ky. and KLRA Little Rock, Ark.

Town & Farm stations (Don Searle) reached up for KFNF Shenandoah, Iowa, paying $61,000 to add a fourth facility to its existing three: KIOA Des Moines, KMMJ Grand Island (Neb.) and KXXX Colby (Kan.).

TOP NETWORK STORY: EXECUTIVES

- **Network management changes were rule during 1956**
- **O'Neil first to go; Van Volkenburg bows out today**

THE year 1956, for networks, was marked by top-level executive changes—few networks were exempt. A new network also was born: The NTA film network (see films).

Mutual started the reorganization activity in April, when President and Chairman Thomas F. O'Neil gave up the presidency in order to devote more time to his job as president of the parent RKO Teleradio Pictures Inc. He was succeeded at Mutual by John B. Poor, who had been executive vice president.

Charles T. Ayres resigned as NBC vice president in charge of radio in August, nine months after moving into the job from ABC, and was succeeded by Matthew J. Culligan, who had been vice president and national sales director for NBC-TV.

A more general reorganization occurred at NBC in September when four new executive vice presidencies were created under President Robert W. Sarnoff. At the same time, Sylvester L. (Pat) Weaver Jr. resigned as board chairman. The four executive vice presidents, and their respective areas of responsibility, were Thomas A. McAvity (tv network programs and sales); Charles R. Denny (operations); John M. Clifford (administration), and David C. Adams (corporate relations).

Robert E. Kintner resigned as president of ABC in October in a policy tussle with Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres, who took active command of the broadcasting division. Oliver Treyz was lured from the presidency of Television Bureau of Advertising to become ABC vice president in charge of television, and John H. Mitchell, who held that job, was made vice president and special assistant to Mr. Goldenson—and may shortly get a new west coast assignment in the ABC organization.

Mr. Kintner subsequently signed as an executive vice president of NBC, and is scheduled to take up his new duties Jan. 2. Unlike the other NBC executive vice presidents, he has no fixed area of responsibility, but his first assignment will be in color tv.

J. L. Van Volkenburg resigned as president of CBS-TV early in November, effective today (Dec. 31), and will be succeeded by Merle S. Jones, who has been an executive vice president of CBS-TV. Mr. Van Volkenburg is retiring from business and will make his home in Florida, but continues as a member of the CBS Inc. board of directors.

Westinghouse Broadcasting Co. and NBC figured in a series of developments. Their exchange of owned stations in Philadelphia and Cleveland was completed in January, but six months later things were less amicable. In a dispute over NBC's radio programming policies, WBC announced its radio stations would stop carrying NBC daytime programs as of July 16 and would disaffiliate entirely as of Aug. 26. NBC subsequently signed WKJG Fort Wayne to re-

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place WBC's WOWO as its outlet in that area; WHK Cleveland to replace KYW and WNAC Boston to replace WBZ but has not as yet replaced KDKA Pittsburgh.

Coincidentally, NBC Radio did overhaul a substantial portion of its daytime programming. Effective July 17 it dropped its controversial *Weekday* counterpart of the more successful *Monitor* service, and replaced it with a daily two-hour program called *Bandstand,* featuring name orchestras in live broadcasts, plus other new shows.

Plans for other changes—including five-minute newscasts hourly, a "hot line" service for urgent news reports, new drama and personality shows, and an extension of *Monitor* to a part of Friday night—were announced later in the year, with Jan. 14 as target date for most of them. As part of these changes, affiliates would be permitted to sell network sustaining shows locally, subject to recapture, and station breaks would be lengthened to 70 seconds to make room for one-minute local availabilities.

A new feature in broadcast advertising was introduced by Mutual early in the year —a form of guaranteed circulation. This offer went into effect in February and has been described by Mutual officials as having had moderate success.

Mutual also came up with another new affiliation plan, involving a reduction of network option hours from nine hours a day to about five, requiring stations to "preclear" a total of about 16 hours a week without compensation, and offering the affiliates free programs for local sales.

When the plan was first announced in April, officials said they intended to put it into effect around Nov. 1, "regardless." But before that time came, a system of "integration" was devised which made the personnel and facilities of RKO Radio Pictures —which like Mutual is owned by RKO Teleradio Pictures Inc.—available to MBS for station relations, sales and sales service, news and programming purposes, and at the same time it was announced that the new affiliation contract had been postponed "indefinitely."

CBS Radio, while hewing to the pre-tv "same time, same station" programming concept more than the other networks, nevertheless did embark on some changes. One of the most notable of these came in November when the network revised its evening lineup to accommodate the *Robert Q. Lewis Show* as a full-hour strip, Monday through Friday, and installed a 4-7 p.m. drama block on Sundays. Jack Benny, for years a symbol of big-time radio, also was returned to the CBS Radio lineup.

Both CBS Radio and NBC Radio gave their affiliates a break on compensation. CBS Radio announced in June that it would boost the rate of station payments by 6¼%, effective Aug. 25, and NBC followed suit in November with a 7½% increase, effective Jan. 1.

All networks shared an annual problem—that of trying to live with the disorganized national pattern of time differences during daylight saving time months—and hoped that it would be substantially minimized next year by the newly-developed Ampex Video Tape Recorder, which arrived too late to help the tv networks this year.

They also tackled—though at times it seemed they were being tackled by—the quadrennial national political races, from nominating conventions through elections. They all had sponsors who paid an estimated total of $14.5 million for conventions-election coverage, but nevertheless reported afterward that they had lost $4 million to $5 million in presenting the conventions.

Another problem which the tv networks tackled jointly, along with newsreel organizations, was a virtual ban on news films at the Olympic Games in Australia in late November and early December. Rather than accept the conditions laid down by Olympic officials, the networks chose to "cover" the games by still pictures.

The Price Jumped Sharply

In another sports area, NBC won the rights for coverage of baseball's annual All-Star Game and World Series contests from 1957 through 1961. The price: $3,250,000 a year, as compared with the approximately $1 million a year which Mutual had paid for radio-tv rights in a six-year contract that expired in 1956.

Color was a growing thing in television. NBC-TV opened the world's first "all color" station, WNBQ (TV) Chicago, in April, and by fall had put into effect most of the rest of a $12 million color expansion program announced the year before. Among other color ventures, it also announced in November an additional $3.5 million expansion of color facilities, with an objective of presenting two major color television programs each weeknight, beginning next fall. Meanwhile, NBC-TV's color programming already had been stepped up by around 500% last fall; currently the network is presenting approximately 10 nighttime and five daytime hours in color each week.

NBC-TV also presented a "first" in color on Oct. 23, when it used an "experimental" RCA color video magnetic tape recording on the air. A 2½ minute insert was presented on the Jonathan Winters show, with color quality generally regarded at least as

JAMES ELECTED B•T VICE PRESIDENT; ROBERTSON TO L. A., CHRISTOPHER TO N. Y.

EDWIN H. JAMES, managing editor of BROADCASTING • TELECASTING, has been elected to a vice presidency, it was announced today (Monday) by Sol Taishoff, editor-publisher.

MR. JAMES

In another major staff promotion, Irving C. Miller, auditor and office manager, was elevated to comptroller. He and Mr. James on Jan. 1 will become officers of Broadcasting Publications Inc., parent company of the businessweekly and yearbooks for radio and television.

Bruce Robertson, senior editor now headquartered in Washington, will become senior editor in charge of western editorial operations, Los Angeles, in January. Mr. Taishoff termed the appointment of a 22-year B•T veteran to the post as recognition of the area's vast expansion as a broadcasting business and origination center. Mr. Robertson formerly headed the Chicago and New York bureaus.

Lawrence C. Christopher, who has been in charge of B•T's western editorial office since mid-1955, and before that headed FCC coverage in Washington, will move to the New York office as bureau news manager next month. He will report to Rufus Crater, senior editor in charge of the bureau. Mr. Crater will concentrate on policy-level editing and reporting.

Mr. James joined B•T as New York bureau head in 1945 after service as an Army major assigned to Gen. Douglas MacArthur's staff. He transferred to Washington headquarters as senior editor in 1951, and became managing editor in July 1954. Before World War II he held news posts on the West Coast, and has authored radio-tv articles for *Fortune, Reader's Digest, American* and the *Financial Times* of London. His affiliations include Kappa Sigma and the National Press Club.

Mr. Miller is a graduate of the schools of accounting and law of Southeastern U., Washington, D. C. Before service as a warrant officer in the Army Quartermaster Corps, he held positions in Washington with the Sinrod & Tash accounting firm and as auditor of Cherner Motor Co. He is a member of the National Press Club.

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MR. ROBERTSON MR. CHRISTOPHER

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good as that provided by color kinescoping.

CBS-TV meanwhile approximately doubled its color programming output, which currently averages around 3¾ hours per week. ABC-TV remained the lone color holdout among the networks, but there were new indications that it may enter the field relatively soon.

The decision, Mr. Goldenson said in October, will depend in large measure on set circulation and the rate of sales during the latter part of this year—and probably will be made about February, in time for fall program planning.

Color or not, ABC continued its rise in competitive stature during 1956. Mr. Goldenson reported in March that ABC had emerged as a profitable division of AB-PT, and officials of that network generally expressed confidence that it would overtake CBS-TV and NBC-TV within two years. As part of its growth projects, ABC arranged in November to base new tv film production at Warner Bros. Pictures and also completed plans for a multi-million-dollar expansion of ABC-TV's Hollywood plant, to accommodate more live originations. In the talent field, it scored a coup a month ago in signing Frank Sinatra to a three-year contract for a series of weekly half-hour programs plus two hour-long special productions during each of the three years.

Toward the end of the year, B•T conducted an exhaustive survey among radio stations, networks and agencies on a subject which has arisen persistently since network radio billings first started edging downward eight years ago. The question: Are radio networks necessary? The answer published in B•T Nov. 26, a resounding yes.

The year 1956 also brought networking to its 30th birthday. NBC, formed in 1926, celebrated the anniversary with its affiliates in a four-day business-and-fun convention in Miami Beach in mid-December, with President Robert W. Sarnoff announcing at the same time that NBC-TV in 1957 would furnish specialized educational programs to all the nation's noncommercial educational tv stations. He also warned that television would ride "a toboggan of decline" if stations' emphasis on film programming squeezes the networks out of access to the air.

BROADCASTERS PONDER FUTURE AS 85TH CONGRESS CONVENES

- **1956 proves to be 'most investigated year' for tv**
- **Several committee reports from 84th still out**
- **More hearings expected as control fails to shift**

AS THE 85th Congress prepares to convene this week, broadcasters are wondering if the new set of lawmakers or any of their successors will ever achieve the high-water mark set by the 84th Congress in 1956 in its investigations in the radio-tv industry.

The new Congress convenes at noon Thursday. With Capitol Hill staying under Democratic control, the chairmanships of committees which have jurisdiction in the broadcast field are not expected to change, with the exception of the House Interstate & Foreign Commerce Committee, where Rep. Oren Harris (D-Ark.) becomes the new chairman, succeeding the late Rep. J. Percy Priest (D-Tenn.), who died in October [B•T, Oct. 15].

In the election year of 1956, as television achieved its place alongside radio as a household institution, congressmen turned their attention and activities toward the medium with increased fervor. Underlying many of the congressional probes into this and that phase of broadcasting were the scarcity of stations resulting from the increasing squeeze on uhf television and the flurry of hints and charges from some quarters that CBS and NBC hold monopolies in the tv field through their affiliations with vhf outlets in the major markets.

Eyeing the medium that is welcomed into most of the nation's homes, Capitol Hill was unable to restrain its hunger for less costly or free television time, with the result that a number of bills were offered to amend Sec. 315 ("equal political time") of the Communications Act. This desire was sharpened as radio and tv presented the issues and covered the national political conventions and the following campaigns and elections.

Soon after the second session of the 84th Congress convened, congressional committees in both the House and Senate began holding hearings—and they lasted into the recess and even into the election post-mortems held in November and December. The FCC was called up to the Hill so many times it complained of being unable to do its regular work because commissioners and staff were at a hearing, getting ready to go to one or preparing data requested by congressmen. Network executives made so many trips to the Capital they began to feel like Washington commuters.

Of the various probes affecting broadcasters, held by at least 14 congressional committees or subcommittees, the most important were those conducted by the Senate Interstate & Foreign Commerce Committee in its investigation of tv networks and uhf-vhf allocations troubles and by the House Antitrust Subcommittee in its hunt for monopoly among the tv networks.

A rundown of the activities of the various congressional groups follows:

Senate Commerce Committee

This group held 31 days of hearings beginning in January 1956 and listened to nearly 150 witnesses before the congressional recess at the end of July. On the witness stand were representatives of all phases of the broadcast industry—uhf and vhf spokesmen, the tv networks, network tv affiliates and independent tv stations, tv set and broadcast equipment manufacturers, toll tv advocates and opponents, the FCC, the Justice Dept., labor and talent groups and others.

On the first phase of the hearings—allocations—uhf spokesmen called for deintermixture or a new FCC allocations plan to save uhf broadcasting. Vhf representatives generally favored the FCC's Sixth Report & Order. Tv networks held varying views on deintermixture and allocations.

In the phase on network practices, several witnesses charged the tv networks with monopoly or violation of antitrust laws. The basic charges were brought by Richard A. Moore, KTTV (TV) Los Angeles, who said network "must buy" and "time option" practices violate antitrust laws, and Sen. John W. Bricker (R-Ohio), who issued a report "The Network Monopoly," using CBS and NBC revenue figures obtained on a confidential basis from the networks by the FCC and reluctantly furnished by the Commission.

Networks and their affiliates denied these charges and said must buys and time options are necessary to the present tv networking system; that these practices brought tv to its present high state of development. Even ABC had no complaint against the practices, but blamed what it felt to be faulty allocations.

Broadcasters in general defended the "free" broadcasting system against testimony by toll tv advocates, charging that pay tv advocates are opportunists and would destroy the present system.

The FCC, under heavy pressure from senators and others to issue a tv reallocation plan, issued its Report & Order on Tv Allocations in June, envisioning a possible long-range move of all tv to uhf and proposing limited deintermixture for the present.

The Senate committee supported part of the FCC plan in an interim report issued in July, but asked for deintermixture on as "broad a basis as possible."

In another action, the committee, through its chairman, Sen. Warren G. Magnuson (D-Wash.), also head of a Senate appropriations subcommittee, took action requesting the Federal Trade Commission to increase its monitoring for fraudulent and false radio-tv advertising. The FCC received extra money for this purpose and has set up a special unit to deal with this problem.

The committee also held three days of hearings in February on a perennial bill to prohibit the advertising of liquor on radio-tv and in other media. The bill died in committee, as have its predecessors.

OUTLOOK: There "probably" will be more hearings, with the FCC likely to be called before the committee early to submit a "progress" report on its allocations plans and other matters. The committee stated in its July interim report that only two proposals of allocations actions were offered by the FCC. It noted that the committee's report was "in every sense" interim in nature and that the senators, after reviewing the hearing record, "may have further

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recommendations to make regarding television allocation."

The target date for the committee's report and recommendations has not been set and is not likely to be decided until the Senate group's first meeting in the 85th Congress. This meeting date has not been set. The committee staff, including Kenneth A. Cox, special radio-tv counsel, and Nicholas Zapple, professional staff counsel on communications, have been working on a draft of such a document during the congressional recess.

Sen. Magnuson's letter of transmittal on the committee's interim report expressed concern at "the apparent desire of some stations to place profits ahead of public service" and those who "seem to be associated with the entrance of large investors into broadcasting." These, he said, are matters requiring study by the FCC, "and I am sure they will be investigated, in due time, by the committee."

Still to be furnished to the committee are allocations recommendations from the volunteer industry *ad hoc* engineering committee named by Sen. Magnuson in 1955 and headed by Massachusetts Institute of Technology Prof. Edward L. Bowles.

Other problems to be considered by the committee, aside from allocations, are Sen. Bricker's proposal for government regulation of networks; charges against network must buy and time option practices; multiple tv station ownership proposals, and the pay television question.

The committee enters the 85th Congress with one GOP vacancy caused by the defeat of Sen. James H. Duff (R-Pa.) in the Nov. 6 elections. Sen. Strom Thurmond (D-S. C.), who was replaced by Sen. Thomas Wofford (D-S. C.) on the committee in 1956 when the former resigned and successfully sought re-election, is likely to replace Sen. Wofford on the group. A Democratic vacancy will be created Jan. 15 when Sen. Price Daniel (D-Tex.) resigns to become governor of Texas (see story, page 71).

House Antitrust Subcommittee, House Judiciary Committee

This group, headed by Rep. Emanuel Celler (D-N. Y.), began hearings Feb. 27 by questioning Stanley N. Barnes, then assistant attorney general in charge of the Justice Dept.'s Antitrust Div., on the NBC-Westinghouse Broadcasting Co. radio-tv stations swap in Philadelphia and Cleveland. Mr. Barnes said then that the Justice Dept. had begun an initial investigation of the transaction [B•T, March 5]. The investigation ended in a civil suit against RCA-NBC [B•T, Dec. 10]. Rep. Celler announced at that time the committee would look for monopoly among tv networks.

Mr. Barnes told the Senate Commerce Committee the next day that Justice also was investigating whether tv network must buy, time option and other practices violated antitrust laws.

In late June, the House subcommittee called the FCC before it and asked further questions about the Commission's part in the swap, revealing that an FCC staff investigation prior to the Commission's approval of the transaction in late December 1955 indicated WBC went through with the trade of its Philadelphia radio-tv outlets for NBC's Cleveland radio-tv stations because WBC was afraid that otherwise it might lose its affiliations with NBC in Philadelphia and elsewhere. The staff study also saw a possibility of concentrated geographical coverage by NBC. FCC members said the trade was approved after replies from WBC and NBC to McFarland letters indicated there was no pressure brought by NBC against WBC.

In a second session with the FCC in early July, the subcommittee questioned the Commission on whether it felt CBS and NBC are monopolies and whether must buy and time option practices violate the antitrust laws. The FCC refused to agree with these views. During this session, the House group revealed confidential CBS and NBC financial figures, secured from the FCC, showing revenues for the two networks for 1955. FCC Chairman George McConnaughey defended the right of private businesses to make profits and said the broadcaster's rates cannot be regulated by the government.

The House subcommittee capped its 1956 activity in September with 10 days of hearings in New York.

At the New York hearings, representatives of four independent tv film producers testified on a document which they had submitted in secret in May to the FCC's Network Study Committee. It proposed a reduction in network option time and in the number of network programs controlled by networks. Victor Hansen, who succeeded Mr. Barnes as head of the Justice Dept.'s Antitrust Div., said some network practices, including must buys, may violate antitrust laws and that Justice is investigating.

As the hearings continued, representatives of American Society of Composers, Authors & Publishers (ASCAP) charged that the networks dominated U. S. music through Broadcast Music Inc. (BMI). These charges were denied by BMI President Carl Haverlin, who said ASCAP instead controls U. S. music.

ABC President Robert E. Kintner, now an NBC executive vice president, defended tv network must buys, time option and other practices.

Mr. Kintner was seconded in ensuing testimony by CBS President Frank Stanton, NBC President Robert W. Sarnoff and other network spokesmen.

At the subcommittee's request, the networks turned over details of individual affiliate and talent contracts and discounts on billings which the networks have allowed advertisers during 1955 and the first six months of 1956. All this information, with the exception of the ABC billings and discounts, have been made public (see story, page 70).

OUTLOOK: There has been no indication the Celler subcommittee intends to hold further hearings. The subcommittee still is compiling its hearing record and drafting its report and recommendations, expected to be published in middle or late February.

House Commerce Committee

The Transportation & Communications Subcommittee, headed by Rep. Oren Harris (D-Ark.), held hearings in January, February and April on several bills to amend Sec. 315 and on a number of measures affecting the broadcast industry. The parent committee, headed by the late Rep. J. Percy Priest (D-Tenn.), heard pro and con arguments in February on a bill to prohibit liquor advertising. Rep. Harris takes over the parent committee this year as ranking Democrat, but it is not known whether he will continue to head the subcommittee or whether the post will go to Rep. John Bell Williams (D-Miss.), next ranking Democrat, or some other member. There are five Democrat and three Republican vacancies on the parent committee.

Evins Subcommittee, House Small Business Committee

This subcommittee, under chairmanship of Rep. Joe L. Evins (D-Tenn.), held brief hearings in March on charges that FCC decisions were influenced by networks and others through White House influence. The group subpoenaed thousands of RCA-NBC and CBS documents on business before the FCC and questioned principals of WXEX-TV Petersburg, Va., on allegations influence was used in the grant of ch. 8 to the station. One GOP member termed the investigation a "political fishing expedition." Uhf broadcasters also testified.

In October, Rep. Evins, in a one-man "draft" of the subcommittee's proposed report, charged monopolies in broadcasting and recommended several measures to remove "centralized power of the Executive Branch" over Federal agencies, giving Congress complete control over their operations. Rep. Evins charged his document had had "unauthorized circulation" to CBS, NBC and others.

In December, the parent committee headed by Rep. Wright Patman (D-Tex.) approved the report, making considerable changes in the document, although it was indicated that the "substance" of the Evins draft was not greatly changed. The report has been expected to be issued momentarily, the committee staff indicating that it has been held up by printing. Dissents by GOP members are likely.

Government Information Subcommittee, House Government Operations Committee

This House unit heard testimony from the FCC in February in its inquiry to determine if government agencies and departments are withholding information from the public and from Congress.

House Un-American Activities Committee

Headed by Rep. Francis Walter (D-Pa.), this group held a weeklong session in mid-July on the controversial "Report on Blacklisting" sponsored by the Ford Foundation's Fund for the Republic. The blacklisting report, published in June, charged that a few powerful "clearance" men in New York have the power to keep persons from employment in radio-tv and in other entertainment media by maintaining a list of such persons alleged to have been affiliated with communist or communist front organizations.

John Cogley, director of the report, underwent questioning from the committee. Also questioned were several persons named

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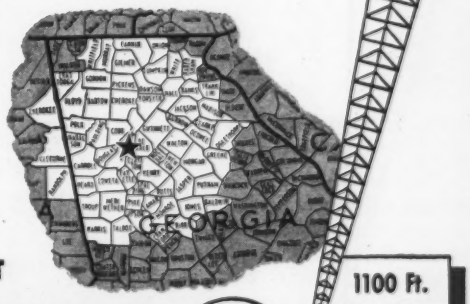

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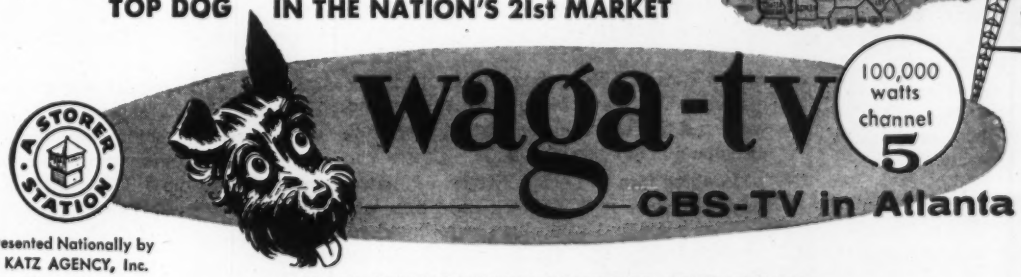

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in the report as "clearance" men. Rep. Walter criticized the report as worthless.

House Education & Labor Committee

A subcommittee headed by Rep. Phil M. Landrum (D-Ga.) held hearings in Los Angeles in May on the rebellion of Local 47 (Hollywood) of the American Federation of Musicians against the national organization's musicians performance trust fund. The subcommittee issued a report in December supporting Local 47 and recommending that Congress consider legislation to allow union members to decide for themselves whether "extra pay" from recording and film fees should be retained or turned over to the AFM fund.

House Ways & Means Committee

A subcommittee on excise tax problems, headed by Rep. Aime J. Forand (D-R.I.), in November and December received testimony or statements from NARTB, the Senate Commerce Committee, the FCC, RETMA, NBC and others favoring elimination of the 10% federal manufacturers excise tax on all-channel tv sets as a major boost to uhf broadcasting, by equalizing uhf and vhf set prices. A Treasury Dept. spokesman testified against such elimination as involving loss of revenue and as employing the tax mechanism for other than revenue purposes.

Special House Campaign Expenditures Committee

This special group, appointed in each Congress to make investigations after the November elections, held hearings under chairmanship of Rep. Clifford Davis (D-Tenn.) in December at which NARTB President Harold E. Fellows called for repeal of Sec. 315.

Senate Internal Security Committee

Headed by Sen. James O. Eastland (D-Miss.), this committee in March questioned Herman Liveright, then program director of WDSU-TV New Orleans, on alleged past communist associations, and he refused to answer questions. The station fired him, he was cited for contempt of Congress and was indicted by a federal court.

Senate Privileges & Elections Committee

A subcommittee headed by Sen. Albert Gore (D-Tenn.) held hearings in September and October on campaign spending and election laws. Network representatives and NARTB President Fellows in testimony attacked proposals asking free time for political broadcasts and said the industry is strapped in election years by Sec. 315. The subcommittee is expected to issue a report showing totals spent in radio and tv during the election campaigns.

Senate Permanent Investigations Committee

This group, headed by Sen. John McClellan (D-Ark.), subpoenaed Murray Chotiner, campaign manager for Vice President Richard Nixon in 1952, to answer questions in a closed session about alleged influence in government. He was questioned, among other things, about the FCC's grant of ch. 12 to KFRE Fresno, Calif.

Senate Post Office & Civil Service Committee

Under Chairman Olin Johnston (D-S.C.), this committee held hearings in early July on a bill to raise the salaries of top government executives, including FCC members. A House bill was enacted into law in late July raising FCC salaries from $15,000 to $20,500 for the chairman and $20,000 for the other six FCC members.

Senate Lobbying & Political Activities Committee

This group, headed by Rep. John L. McClellan (D-Ark.), in December heard testimony from broadcaster-publisher Philip Graham (*Washington Post*-WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville, Fla.), asking amendment of Sec. 315 to relieve broadcasters of equal time requirements in presidential elections except for candidates of major political parties.

The Senate Small Business Committee has announced that a subcommittee will look into the problems of daytime broadcasters, based on complaints by the Daytime Broadcasters Assn.

Electronics Industry Expands Estimated 15%

EXPANSION estimated at 15% was achieved in 1956 by the electronics manufacturing industry, with another 10% anticipated in 1957. As one of the nation's fastest growing industries, manufacturers showed production and sales totaling $5.9 billion. Adding distribution, servicing and broadcasting to this figure brings a grand total of $12 billion for the electronics industry.

Tv set production leveled off in 1956, according to Dr. W. R. G. Baker, General Electric Co. vice president-consultant and president of Radio-Electronics-Tv Mfrs. Assn. Production exceeded 7.3 million tv sets, with portables showing a 22% gain for the year. Radio set sales (except auto models) were up 20%, with a drop of 25% in auto set manufacturing.

Military electronics sales by factories ran to $2.7 billion, a substantial increase over 1955. James D. Secrest, RETMA executive vice president, said 1956 production of tv portables totaled 1.5 million sets compared to the 250,000 receivers of this type turned out in 1955. He said radio-tv set circulation now amounts to 150 million radio and 42 million tv receivers.

Color tv recorded progress in 1956. Gen. David Sarnoff, RCA board chairman, reported 102,000 color sets were sold in the year and reaffirmed his belief that color will become a major service.

Looking into 1957, Mr. Secrest estimated another seven million black-and-white sets will be made and sold plus several hundred thousand color sets. He figured portable tv set output in 1957 at double the 1.5 million produced in 1956. Radio set output for the year totaled 14.5 million sets of which 5.3 million were auto units.

Output of transistors reached 13 million units in 1956 compared to 3.6 million in 1955.

'56 Around-the-World

CANADIAN broadcasting and television both forged ahead during the past year. Five tv stations began operations, bringing to 34 the total on the air at yearend, with four more licensed to start early in 1957. Eleven new radio stations began broadcasting, bringing that total to 190.

Most radio stations reported their best revenue year on record despite the increase in television stations, with local and national spot advertising accounting for large increases. Television stations, practically all in captive markets, began planning more afternoon programming.

Management was kept on the move attending public hearings of the Royal Commission on Broadcasting throughout Canada. Independent Canadian broadcasters, individually and collectively in the Canadian Assn. of Radio & Television Broadcasters, plugged for an independent regulatory board, right to form their own regional and national networks, and competitive television in major markets. The government's Canadian Broadcasting Corp. urged that commissioners retain the present system under which CBC regulates all broadcasting activities and operates a commercial system in competition with private broadcasters. The vast cost of the national system to Canadians was emphasized when the government asked Parliament for $20 million to cover an expected CBC deficit during the current fiscal year. CBC in the fiscal year ending March 31 had a deficit of $1,300,000.

Importance of the Canadian market is attested by the growing number of American agencies opening offices in Canada. They now number 25, about a quarter of all advertising agencies there. Expected radio and television billings through agencies the past year total about $50 million.

Television stations now reach about 80% of Canada's 16 million people, and 97% of Canadian homes have radio receivers.

The Situation Overseas

Global count of tv sets-in-use made in spring by UNESCO, which admitted its figures were not fully up-to-date, put world total at about 250 million radio sets and more than 41 million tv sets. North America, including Canada, Central America and the Caribbean area, led with 36.4 million tv sets, 125.5 million radios. Europe (not including USSR) had 4.5 million tv sets, 67.7 million radios; South America: 7.9 million radios, 200,400 tv sets.

Commercial television, introduced into Britain in the fall of 1955, moved to the Continent of Europe this year. Bavarian Radio, semi-official broadcasting monopoly, which had sold some commercial segments of its radio programming, introduced commercials into the 7:30-8 p.m. segment of its tv schedule and planned to feed them to other similar broadcasting organizations in Germany.

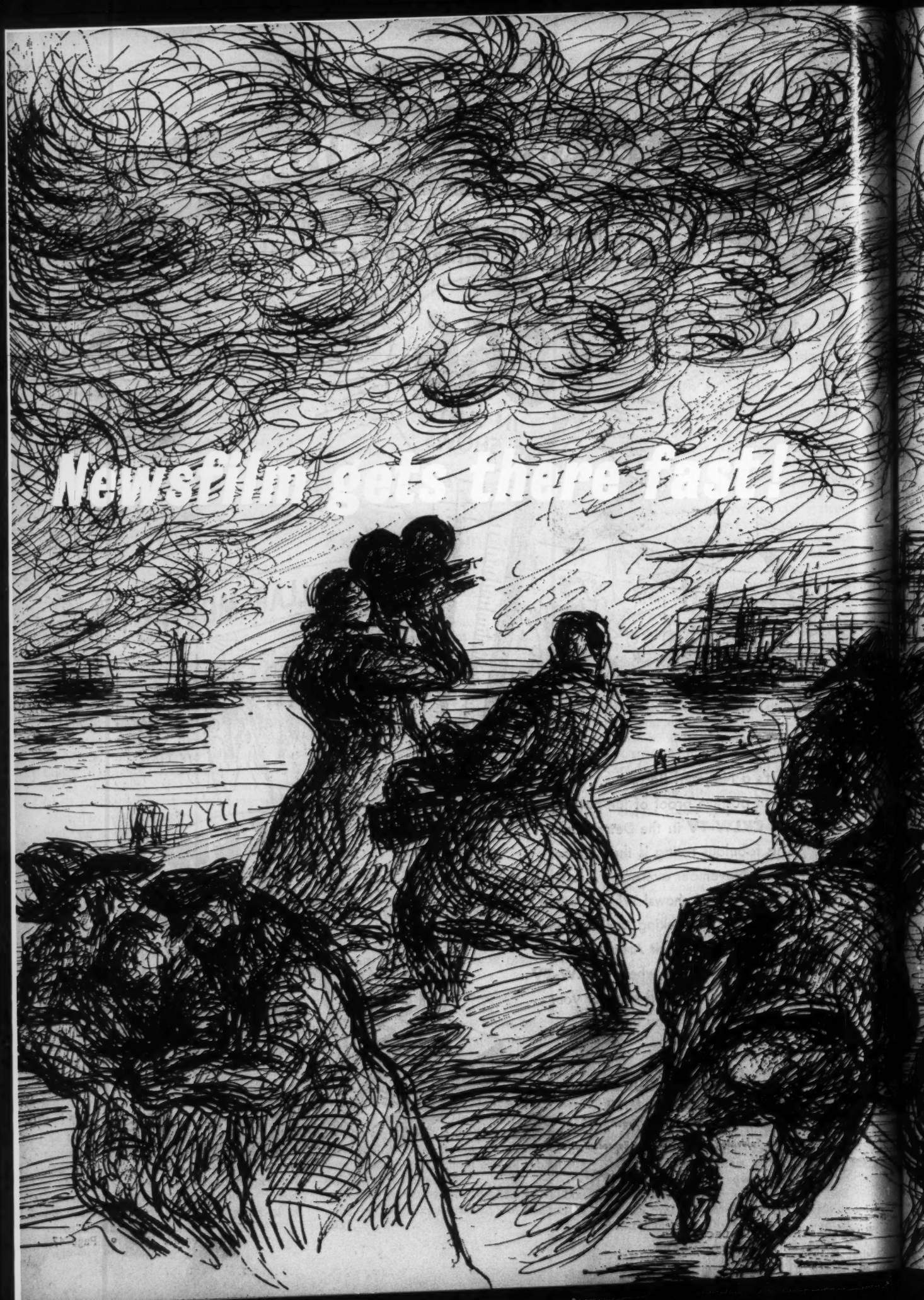
ITA, completing its first year with four stations, reported that 33,436 commercial spots had been telecast in that time, $15.9 million worth of tv advertising.

Television moved into Australia late in the fall, just in time to provide sports-loving Australians with Olympic game coverage.

It's a National Record . . . another bit of positive proof of the potency of **CKLW-TV** in the Detroit area. This fabulous rating is the October and November average . . . earned with only 6 shows! Where they're listening and looking they're buying — and in the Detroit Area more people are buying where **CKLW-TV** tells them to. Good spot for your advertisers, don't you think!

GUARDIAN BUILDING
DETROIT 26, MICH.
J. E. Campeau, Pres.

Young Television, Inc. — National Representative


Newsflimsies there fast!

Tons of explosives blow up on a Brooklyn pier; violence flares in Eastern Europe; the Near East smolders... wherever news is hot, **NEWSFILM**'s more than 250 camera correspondents around the world get the picture... and get it fast!

And **NEWSFILM** (a product of CBS News) gets to *audiences* fast. Flown to strategically-located processing centers, footage is expertly edited to exacting CBS News standards, then rushed directly to you: twelve minutes a day of worldwide coverage available for local showing within hours after the events occurred.

Ralph Renick, news director of WTVJ, Miami, three-time award winner for outstanding news operation, reports: "We consider **NEWSFILM** the best source for news outside our local area. Proof of its success with audiences is that all WTVJ news programs have attained higher ratings than their competing programs. Proof of its success with sponsors comes from 31 different advertisers who consider news their best vehicle on our station!"

Whatever the New Year brings, if it's news **NEWSFILM** will get it first ... fast. It is the only television news service produced exclusively for television stations. And **NEWSFILM** is available to *all* stations.

CBS TELEVISION FILM SALES, INC.

New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Dallas, Atlanta.
In Canada: S. W. Caldwell, Ltd.

BUSINESS FORECAST: SUN, THEN CLOUDS

Bright prospects seen for first half of 1957 with mild recession to follow

BY RICHARD P. DOHERTY

"CONTINUED sunshine and fine weather for the first part of the day with gathering clouds bringing unsettled weather and a little rain during mid to late afternoon." That now seems to be the business weather forecast for next year.

Most indicators point to a continued upward push in all lines of general business during the first and most of the second quarter of 1957. However, there are enough storm clouds on the horizon to warrant the logical conclusion that a mild recession will develop during the second half of the year. However, this probable decline in general business, getting under way during the third and fourth quarters, could be offset by intensified and serious war events in the Middle East and Eastern Europe.

The Gross National Product, which aggregated $391 billion in 1955, is currently at the $417 billion level. Business economists generally believe that GNP will rise by another 4% during the next first six months but will average out at 2% for overall 1957 (compared with 1956) as a result of a drop during the latter six months of 1957.

In most areas of American business, 1956 was the best year in history. After a good start, there were certain divergent down trends during late spring and early summer. In a few lines, such as automobiles and home construction, a very noticeable decline developed. However, by early fall business psychology was buoyed up by the prospects of a Republican election. There was generated a strong upward momentum which lifted the overall yearly levels of production, sales, employment and income to new high levels. The strong close for 1956 should carry into the first several months of 1957.

As we enter 1957, we move into the third recovery year from the recession of 1954. Certain stresses and strains are beginning to develop. The National Bureau of Economic Research has a diversified series of barometers which are supposed to indicate future business trends. We believe it to be significant that 75% of these so-called business barometers are currently pointing downward. It is of interest also to note that the American business cycle pattern indicates historical waves of recovery running between two and three years with subsequent recessions of varying magnitude. Wars and intensified preparation for war naturally offset these cyclical waves. The entire period from 1940 to 1945 was strictly one of a war economy. Even with acute shortages the past war boom petered out by 1949 and business slumped noticeably in 1949 and early 1950. The Korean events pulled us up strongly, but by 1954 we slipped off by some 10%-12% and, for the first time in its history, radio broadcasting experienced a drop in annual revenues as compared with the preceding year.

Nobody has the vision or insight to foretell accurately future business recessions or booms. However, barring wars and unforeseen emergencies, tomorrow's economic trends are products of cumulative developments within today's business picture. Dissecting and analyzing current business trends leads us to the conclusion that the strength of early weeks in 1957 will be dissipated as we move into late spring and that next fall's business level will be below that of today. The question, in our mind, is whether or not the probable recession of the latter half of 1957 will offset the gains of the early half of the year. We lean toward the belief that the overall average for the full year will be slightly above 1956, but that general business will be slipping downgrade by next summer or early fall.

Total broadcast revenues (tv and radio combined) will reach a new historical high in 1957. The chief beneficiary will be television, with a rise of some 18%-20% over 1956. Radio should average out at about 3% better than 1956 unless general business experiences a recession of more than 5% during the last several months of the year. A decrease of more than 5% in general business will likely cause total 1957 radio revenues to about equal 1956 levels or fall slightly below them.

One year ago [B•T, Jan. 2, 1956] we estimated 1955 television broadcast revenues at approximately $760 million. Final FCC data showed 1955 television broadcast revenues of $745 million—a figure within 2% of our year-end calculations. Our 1956 tv revenue forecast was between $900 million and $910 million with the assumption that network television would be up by some 20%-22% for the year. Recent advertising index data shows a cumulative rise of 21% in network of tv expenditures for the first 10 months of 1956.

It is now our opinion that 1956 tv broadcast revenues approximated $910 million.

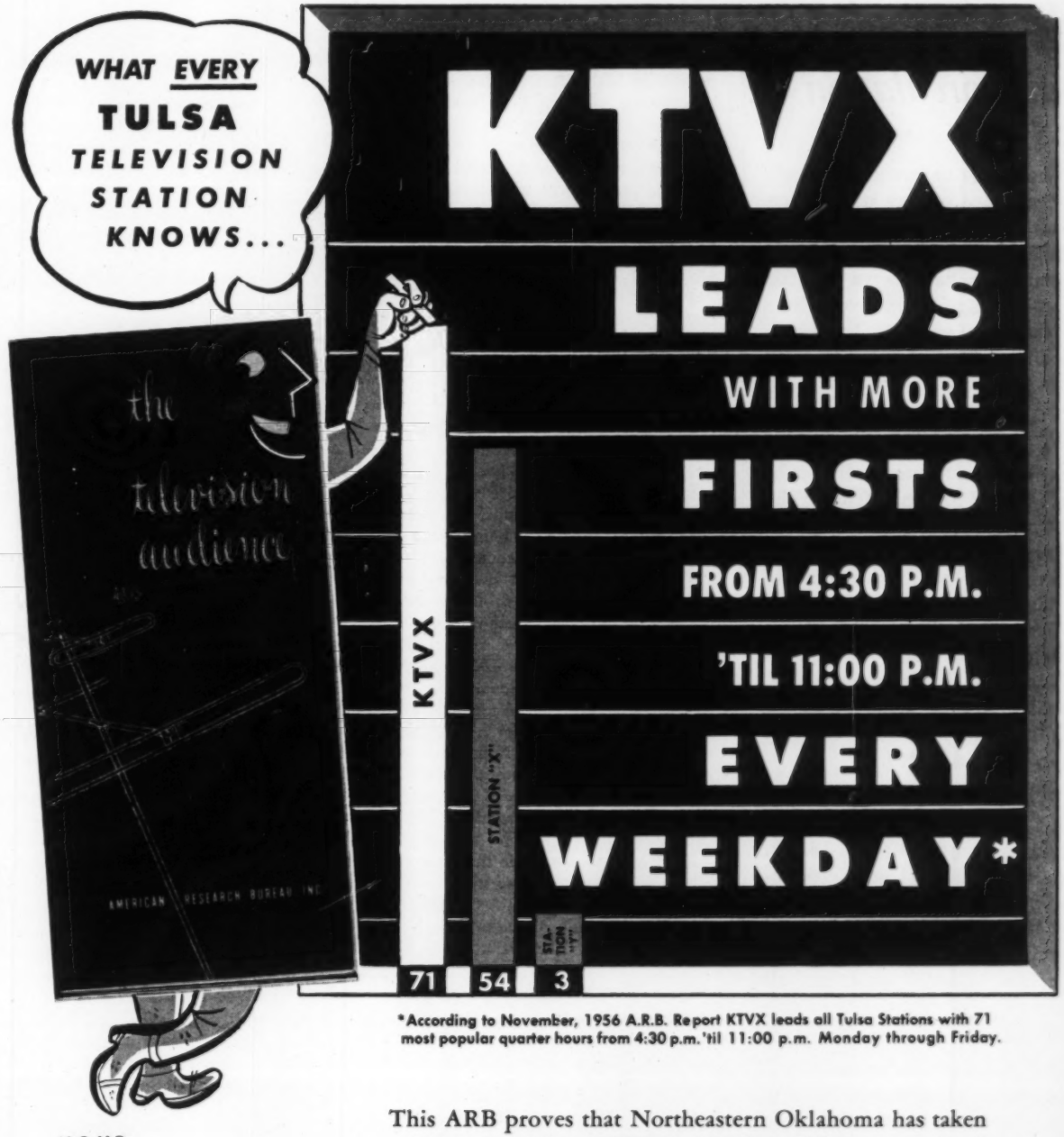
For 1957, we forecast that tv broadcast revenues will definitely push beyond $1 billion and possibly reach $1,125,000,000 with total tv expenditures (by sponsors) running close to $1.5 billion.

One year ago, we were of the opinion that radio broadcast revenues (1956) would be about the same as in 1955. Surveying 1956, in retrospect, we now estimate 1956 radio broadcast revenues of between $480 million to $485 million—(an upward correction of approximately 2.5% over our last year's forecast) and a level of about 6% over

AN ECONOMIST'S VIEW OF 1957

- Broadcasting revenues will establish new historical high
- Tv gains should be 18-20% over 1956, radio gains up 3%
- Sales resistance, more competition in auto industry
- Overall increase in retail sales to be no more than 2%
- Cost of living for American public set to inch upward
- Wage rates will rise at least 10% during coming year
- Total construction activity to increase approximately 5%
- Farm receipts to go up; net farm income to remain same
- Industrial plant, capital expenditures will slow down

ECONOMIST Richard P. Doherty, former NARTB director of employe-employer relations, now is president of a Washington, D. C., television-radio management consultant firm bearing his name. The accompanying article, in which he gives his predictions of things to come businesswise during 1957, was written especially for B•T.



*According to November, 1956 A.R.B. Report KTVX leads all Tulsa Stations with 71 most popular quarter hours from 4:30 p.m. 'til 11:00 p.m. Monday through Friday.

This ARB proves that Northeastern Oklahoma has taken a "New Look" at KTVX's "Preferred Programming." People watch Programs . . . not channels. And it's *Just the Beginning!*

So put your money where the audience is. Check KTVX rates and coverage and reach Oklahoma's biggest market.

YOUR abc television network STATION

See your AVERY-KNODEL Representative or MIKE SHAPIRO, Managing Director.

TULSA BROADCASTING COMPANY
MUSKOGEE • TULSA

Channel 8
KTVX
316,000 WATTS

The of paid circulation

The surest barometer of readeracceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

B•T for the Jan.-June, 1956 audit period averaged a paid weekly circulation of 16,401. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

AUDITED PAID CIRCULATION ABC

1955's actual broadcast revenue, which was slightly under $455 million. [EDITOR'S NOTE: Actual 1955 revenue was $453.4 million, the FCC stated last week (see page 66).]

Despite the sustained good health of the overall total radio industry during 1955 and 1956, individual station results have varied widely. In both years, specific stations have experienced substantial expansion in revenues but generally this has been at the expense of other stations in the respective market. Moreover, stations which attract relatively large amounts of national spot business tended to show a better percentage improvement than stations relying almost entirely, or entirely, on local business. These trends will likely continue during 1957.

For 1957, total radio broadcast revenue could reach $500 million, but the more likely level will be in the vicinity of $490 million. However, if a general business recession gets under way by late spring and carries through to the end of the year, radio broadcast revenues could aggregate between $475 and $480 million in 1957.

Broadcasters do not live in an isolated world which is detached from general business. Basic business trends, throughout the economy, determine the long term trend and cyclical changes in broadcasting.

Underlying broadcast revenues are total advertising expenditures of the American business enterprises. Since 1950, all media advertising outlays have risen from $5.7 billion to $9.9 billion in 1956—an increase of 74%. Both radio and tv have benefited from this growth in all media advertising outlays, even though they have shifted relative positions. In 1950, radio obtained 78% of total broadcast expenditures but, in 1955, tv absorbed two-thirds of the advertising dollars going to broadcasting (radio and tv combined).

During 1957, we judge that at least $10.5 billion will be spent in all media advertising and tv should obtain approximately 15% of this all-media budget. Radio's share of these expenditures will likely be at 5.3% to 5.5%.

Dissected Business Picture

Breaking total 1957 economy into its component parts, we are of the opinion that the next 12 months will produce the following results:

1. Automobile production will be between 6¼ million and 6½ million cars; the first quarter should be very strong in auto sales with growing resistance thereafter and, consequently, enhanced competitive conditions during the latter eight months of the year.

2. Retail sales to run at no more than 2% (overall for the year) above 1956, with a noticeable decline setting in after late spring; the first three to five months should be reasonably strong.

3. Total construction activity should be about 5% higher in 1957, with the major influence coming from highway, public building, school building and industrial plant construction. Home (residential) construction has already contracted by 16% (1956 vs. 1955) and is now at a 5-year low. A further decrease will likely continue throughout 1957.

4. Gross farm receipts for 1957 will be higher than in 1956, even though net farm income (adjusted for cost of living change) will be about the same.

5. Cost of living for the American public will inch upward.

6. Wage rates will rise by at least 10% during 1957 with improvements in fringe benefits. One year ago, the average American worker received $74 per week. Currently, the average worker receives nearly $83 per week and by the end of 1957 this figure will be in the neighborhood of $90 per week. We have experienced continuous wage inflation over the past six years and 1957 will push this inflation further. This is one of the recession making forces in the economy.

7. Industrial plant and capital expenditures will slow down and decline during 1957. During the past three years, the capital equipment expansion of American industry has been a strong force for recovery. Before the spring of 1957 has passed, we should see definite signs of reduced new capital expenditures. This is one of the most likely recession breeding forces in the economy. Even during 1956, expanded industrial facilities flooded the market with appliances, electrical goods, tv sets and many other similar goods. Along with the long established Crosley line, several other appliance manufacturers went out of production in the face of fairly acute production surpluses. Incidentally, plant and equipment expansion is seriously burdened by tight money market conditions.

8. Tight money market conditions will continue until the fall of 1957. The Administration is committed to "tight money" as an anti-inflation policy. There are no indications that the next several months will experience a change in this national policy. Obviously, "tight money" is being used to curb inflationary forces. Nevertheless, the same tight money situation retards many areas of business expansion. If business softens later in the year, we may find that lower interest rates will be used to curb a business decline and stimulate recovery. This change of money market policy cannot be expected until late 1957.

9. 1957 retail sales will likely be higher in dollar volume but about the same or lower in unit volume. Adjusted for seasonality, 1956 retail sales slid off during the early part of the year and then staged enough recovery to end the year at a slightly better level than 1955. Thus, 1956 sales made a new historical high, but it is significant that the rate of upward progress slowed down during the last part of the year. It is not unlikely that, after seasonal correction, the early months of 1957 may show a slight down trend.

Local radio revenue will tend to move with the fluctuations in retail trade.

10. Foreign trade will be governed largely by our willingness to extend international credit. Because of the Suez and Middle East crisis, there is already an enlarged demand for American oil, metals and other products. However, England, France and other nations do not have the dollars of foreign exchange to buy added American products.

We can have enlarged foreign exports to the extent that we Americans will pay for our own exports through increased international loans.

THE PGW COLONEL AND MR. FIVE JOIN HANDS

To reach one of America's first markets, all you have to do is contact one of the PGW "Colonels" and he'll tell you how you can *sell* Western New York with Channel 5. WROC-TV's maximum power reaches 300,000 plus U.S. homes—a 20% advantage over any other station in this area.

The Rochester—15—county Western New York market served by WROC-TV is a key on any schedule. Check your Peters, Griffin & Woodward "Colonel" for complete information.

NOW REPRESENTED NATIONALLY BY

PETERS, GRIFFIN, WOODWARD TELEVISION SALES

A TRANSCONTINENT TELEVISION CORPORATION STATION

Rochester Radio City • Rochester 3, N.Y. • BUtler 8-8400

Mogul Elects 3 V. P.'s; Reports on Record '56

A 50% increase in gross billings during 1956 and the election of three department directors as well as a target of doubling its billings by 1960 were disclosed by Emil Mogul, president of Emil Mogul Co., New York, in a yearend staff meeting Wednesday.

The three elected vice presidents by the board are Leslie L. Dunier, director of radio and television; Joel L. Martin, director of media and research, and Jules Lennard, director of marketing and merchandising.

Mr. Mogul said that each of the new vice presidents is a stockholder "in keeping with our long-established policy of giving real meaning to the title by conferring it only on executives who participate in the agency's operation as owners."

He reported the year (1956), during which billings jumped to nearly $10 million from the preceding year's $6.5 million, brought the largest volume and sharpest gain in the agency's 16-year history.

"It is precisely to this kind of expansion that we propose to dedicate ourselves in the years ahead" he said. "We will seek new accounts, of course, but we'll take on such additional business only to the extent that we can provide new clients with the type of well-rounded, all-encompassing service so long associated with our shop.

"At the present time we are fully equipped to add another $1 million to $2 million to our annual billings during 1957. We will continue to expand our staff and facilities with a view to handling double our present billings by 1960—but primarily to continue keeping at least one jump ahead of our current clients' needs."

Mr. Dunier has been with the agency since 1953, before which he operated his own advertising agency. Mr. Martin joined the firm in 1950 after six years as vice president and director of research for Marion Harper Assoc. Mr. Lennard joined Mogul in 1952 after 13 years of sales, marketing and merchandising activity in the drug and food fields.

COFFEE | IN MILWAUKEE TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Maxwell House (Benton & Bowles)	5	2	8⅓	170
	Instant	3	2	5⅓	117
	Regular	2	2	3	53
2.	Sanka Instant (Young & Rubicam)	2	2	2⅓	54
3.	Nescafe (Bryan Houston)	1	1	2⅔	51
4.	Chase & Sanborn Instant (Compton)	1	1	2	12

MILWAUKEE (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	McLaughlin Manor House (Earle Ludgin)	.	1	12	126
2.	Hills Brothers (N. W. Ayer)	.	3	20	114
3.	Maxwell House (Benton & Bowles)	5	2	8⅓	70
	Instant	3	2	5⅓	47
	Regular	2	2	3	23
4.	Decaf Instant (Dancer-Fitzgerald-Sample)	.	1	1	48
5.	Butter-Nut (Buchanan-Thomas)	.	1	4	42
6.	Sanka Instant (Young & Rubicam)	2	2	2⅓	32
7.	Nescafe (Bryan Houston)	1	1	2⅔	8
8.	Chase & Sanborn Instant (Compton)	1	1	2	7

In the above summary, the monitoring occured the week ending Nov. 11, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.

Dolcin Corp. Plans Appeal Of Conviction to Supreme Court

THE DOLCIN Corp. will appeal its criminal contempt conviction to the Supreme Court, Victor van der Linde, chairman of the company, said last week. The company was found guilty of disobeying a 1954 appellate court order in the use of radio scripts in 1955 [B•T, Dec. 24]. A hearing is scheduled at the U. S. Court of Appeals in Washington Jan. 14 to determine punishment.

Mr. van der Linde declared: "We are far from the end of the case, as it will be appealed to the Supreme Court. There was no willful contempt on the part of this company."

He explained that when the FTC issued its order concerning Dolcin advertising, it called for some "minor" modifications. However, Mr. van der Linde explained, the order was appealed and the circuit court modified the order "in our favor . . . allowing us to say things that the FTC had forbidden in its order."

Dolcin thereupon prepared modified advertising copy, Mr. van der Linde explained, but the FTC delayed issuing the modified order. "What happened," Mr. van der Linde said, "was that the FTC issued no amended order and contended that it didn't need to and wouldn't. So, we ran our old copy past the allowable date . . . according to the FTC . . . and the FTC took the case back to court; hence the verdict." Mr. van der Linde declared that Dolcin tried for "months and months" to get the FTC to review its copy, but the agency refused.

"For some time, we have been using copy which we believe conforms with most stringent requirements . . . and, I repeat, never have we used a word in our copy with the intent of violating any government order," Mr. van der Linde declared.

PM Goes Heavy on Color Spots

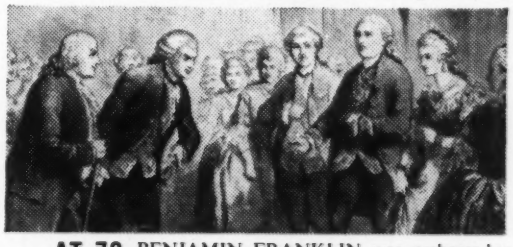
PHILIP MORRIS Inc., New York, has signed for "the most extensive schedule of color announcements in television history," NBC Spot Sales reported last week. Philip Morris will sponsor a series of 20-second color announcements on a weekly basis on WRCA-TV New York and WNBQ (TV) Chicago, for 52 weeks. They will be adjacent to regularly-scheduled color programs. Agency is N. W. Ayer & Son, New York.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

AT 83 THOMAS A. EDISON made pioneering studies on the production of synthetic rubber.

AT 79 PADEREWSKI was still a master of the piano, giving concerts before large audiences.

AT 83 ALFRED TENNYSON published one of his most memorable poems, *Crossing the Bar.*



AT 78 BENJAMIN FRANKLIN was ambassador to France; wrote his autobiography after 80.

Will your later years be ones of achievement and contentment?

IF YOU THINK about the many contributions which older people have made to the world . . . you realize how rewarding life's later years can be.

Today, more people than ever are proving that the years beyond 65 are not years to be *idly spent* . . . they are years to be *actively enjoyed!*

If you want your later years to be healthy, happy, active ones . . . and who does not? . . . here are some important things which you should begin to do *now:*

1. Adopt the right outlook on aging. Do not worry about old age. Worry will not delay it; more likely this will hasten it. Face up squarely to the problems of aging . . . and plan your life so you can meet future challenges.

2. Broaden your horizons as you grow older. "Mental adventure," whether it be in absorbing hobbies or in activities devoted to helping others, will stand you in good stead during your leisure years. "To learn what is new is to remain young."

3. Take stock of your health. Complete medical check-ups annually after you are 35 or 40 can help assure you a healthier life in your later years. Not the least of the benefits which you will get from regular visits to your doctor is medical advice about what you should and should not do as you get along in years.

You may have slipped into some bad health habits unknowingly . . . like over-eating or not eating enough of the protective foods . . . or not getting enough exercise and sleep. These may seem like small matters to you . . . *but good living habits pay off, and you cannot start them too early.*

Look at the older people around you who have mastered the art of growing old gracefully. Find out what they have done to achieve health and happiness in the sunset years. You may learn a lot that will help you. Indeed, you may live to echo the sentiments of an 80-year-old man who said, "I'm not 80. I'm just 4 times 20!"

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

Weiss & Geller Report Hits Optimistic Note

THIRTEEN months after losing an account that represented better than half its billings, Weiss & Geller Inc., Chicago, has regained lost ground, is moving to larger quarters and changing its name.

The resignation in December 1955 of the multi-product Toni Co. account, which represented about $7.5 million of the agency's $13.5 million total billings, dealt Weiss & Geller a heavy blow, after it had placed in the country's top 30 radio-tv agencies for three years (1953-55), according to B•T surveys.

Last week, however, in a yearend summary of its activities, Weiss & Geller reported it had recouped $6.5 million of the lost billing, registering about $12.3 million in overall billings for 1956, with an estimated $5 to $6 million in broadcast media. By a "conservative estimate," it figures to hit $15 million overall in 1957, on the basis of accounts added this year, and eventually double that figure, according to Edward H. Weiss, president. About half of its total billings is now in television with the agency represented on about ten network tv programs.

The 1956 summary was released with the announcement that the firm has changed its corporate name to Edward H. Weiss & Co. and is moving from 400 N. Michigan Ave. to new quarters in Chicago's London-Guarantee Bldg. on the 16th and 17th floors. The name change long has been anticipated in view of confusion over the existence of Weiss & Geller Inc. of Chicago and Weiss & Geller of New York—two separate companies with no financial or other connection. The Chicago agency has maintained its own office in New York at 460 Park Ave. and it will become the New York office of Edward H. Weiss & Co., serving as a television production and service branch, with Ed Kogan as manager.

Along with the change of name and address, the agency also reported that, in addition to Mr. Weiss, 11 key executives have become stockholders in Edward H. Weiss & Co. Those involved in the modified corporate structure are Irving D. Auspitz, executive vice president; Jack Bard, vice president and media director; Byron A. Bonnheim, vice president and copy director; Bernard J. Gross, vice president and account supervisor; Mary Jane Grunsfeld, director of motivation research; Robert Harris, vice president and account supervisor; Jerome Joss, vice president and account supervisor; Lee King, vice president and creative director; Marvin L. Mann, vice president, secretary, radio-tv director and account supervisor; Kenneth Murison, vice president and account supervisor, and Ernest Stern, treasurer and business manager.

LATEST RATINGS

NIELSEN

TOP TV SHOWS (TWO WEEKS ENDING NOV. 24)

Rank	Program	Sponsor	Agency	Network	Approx. No. of Stations	Day & Time	†Total Audience Tv Homes Reached (000)
1.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	20,207
2.	Producer's Showcase	RCA, RCA-Whirlpool Buick	Kenyon & Eckhardt Kudner	NBC	94	Mon., 8-9:30, every 4th wk.	16,739
3.	I Love Lucy	General Foods Procter & Gamble	Grey Young & Rubicam	CBS	160	Mon., 9-9:30	16,173
4.	Disneyland	American Motors American Dairy Derby Foods	Geyer, BSF&D Campbell-Mithun McCann-Erickson	ABC	176	Wed., 7:30-8:30	15,155
5.	G.E. Theatre	General Electric	BBDO	CBS	148	Sun., 9-9:30	14,552
6.	Jack Benny Show	American Tobacco	BBDO	CBS	172	Sun., 7:30-8	14,364
7.	$64,000 Question	Revlon Inc.	BBDO	CBS	175	Tues., 10-10:30	14,175
8.	Chevy Show	Chevrolet	Campbell-Ewald	NBC	144	Sun., Nov. 18, 9-10	14,100
9.	Perry Como Show	Gold Seal Kimberly-Clarke Noxzema Sunbeam RCA S&H Green Stamps	Campbell-Mithun Foote, Cone & Belding Sullivan, Stauffer, Colwell & Bayles Perrin-Paus Kenyon & Eckhardt SSC&B	NBC	128	Sat., 8-9	13,987
10.	Saturday Color Carnival "High Button Shoes"	Oldsmobile RCA	D. P. Brother Kenyon & Eckhardt	NBC	125	Sat., Nov. 24, 9-10:30	13,836

Rank	‡Average Audience, Tv Homes Reached (000)	Rank	*Total Audience, % of Tv Homes Reached	Rank	*Average Audience, % of Tv Homes Reached
1.	Ed Sullivan Show 16,927	1.	Ed Sullivan Show 55.3	1.	Ed Sullivan Show 46.3
2.	I Love Lucy 15,005	2.	Producers Showcase 46.3	2.	I Love Lucy 40.9
3.	Jack Benny Show 13,534	3.	I Love Lucy 44.0	3.	G.E. Theater 37.0
4.	G.E. Theater 13,346	4.	Disneyland 41.6	4.	Jack Benny Show 36.9
5.	$64,000 Question 13,233	5.	G.E. Theater 40.4	5.	Producers Showcase 36.3
6.	Producers Showcase 13,120	6.	Jack Benny Show 39.2	6.	$64,000 Question 35.8
7.	Disneyland 12,290	7.	Chevy Show 39.0	7.	Disneyland 33.7
8.	Lineup, The 11,951	8.	Perry Como Show 38.6	8.	Lineup, The 32.7
9.	Perry Como Show 11,762	9.	$64,000 Question 38.4	9.	Perry Como Show 32.5
10.	I've Got a Secret 11,499	10.	Saturday Color Carnival 38.1	10.	I've Got a Secret 31.7

[Details on Programs in Preceding Tables, but Not Listed in Top Table]

The Lineup	Brown & Williamson Procter & Gamble	Ted Bates Young & Rubicam	CBS	176	Fri., 10-10:30
I've Got a Secret	R. J. Reynolds	William Esty	CBS	180	Wed., 9:30-10

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the progam.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

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TRENDEX

TOP 10 TV SHOWS, WEEK OF DEC. 1-7

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Rating
1.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	36.2
2.	I Love Lucy	General Foods Procter & Gamble	Grey Young & Rubicam	CBS	160	Mon., 9-9:30	35.7
3.	Person to Person	Amoco Hamm Brewing Time Inc.	Jos. Katz Campbell-Mithun Young & Rubicam	CBS	48 35 97	Fri., 10:30-11	29.9
4.	Talent Scouts	Lipton Tea Toni	Young & Rubicam North Adv.	CBS	124 163	Mon., 8:30-9	28.7
5.	$64,000 Question	Revlon Inc.	BBDO	CBS	175	Tues., 10-10:30	28.4
6.	Hitchcock Presents	Bristol-Myers	Young & Rubicam	CBS	110	Sun., 9:30-10	28.4
7.	You Bet Your Life	DeSoto Div., Chrysler	BBDO	NBC	155	Thurs., 8-8:30	27.9
8.	What's My Line?	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	87	Sun., 10:30-11	27.3
9.	I've Got a Secret	R. J. Reynolds	William Esty	CBS	180	Wed., 9:30-10	26.7
10.	Jackie Gleason	P. Lorillard Bulova	Lennen & Newell McCann-Erickson	CBS	170	Sat., 8-9	26.5

Youngstown Kitchens Schedules Video Tribute to Kate Smith

YOUNGSTOWN KITCHENS will sponsor *America's Salute to Kate Smith* on the full ABC-TV Network, Sunday, April 28, 9-10 p.m., as a silver anniversary for the vocalist. The show will feature many of the stars that Miss Smith has introduced during the last quarter century. Grey Adv. which is placing the show, is currently negotiating with MCA for stars to appear on the show.

The object for using the one-hour, one-time "spectacular" is to impress dealers and distributors as well as general consumers with Youngstown's new line called Montrey kitchen equipment to go on sale April 29.

Grey's "buy" for the client is its first advertising project for Youngstown Kitchens, which named Grey in mid-December.

Critchfield Delegates Functions

DELEGATION of functions involving creative, research and other departments was announced last week for Critchfield & Co., Chicago, by President Edward P. Nesbitt. Executives and functions for which they are responsible are Clarence E. Russell, creative; Ed E. Deuss, public relations; Sterling Mitchell, promotion; John Grandland, new business, and Robert D. Cunningham, research.

NC&K, Cigar Firm Part

NORMAN, CRAIG & KUMMEL, New York, will no longer handle the account of G. H. P. Cigar Co., New York (El Producto, La Paleno and Lavera cigars) effective today (Monday). The account will be handled direct by the cigar company's media and research director, Andrew Edmond. The cigar firm currently places radio-tv spots regionally on several sports shows.

COLORCASTING®

The Next 10 Days Of Network Color Shows (All times EST)

CBS-TV

Jan. 1 (11:30-11:45 a.m.) *Mummers' Day Parade,* sustaining.

Jan. 2 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Jan. 9).

Jan. 4 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Jan. 7).

Jan. 6 (5:30-6 p.m.) *McBoing-Boing Show,* sustaining.

NBC-TV

Dec. 31 (3-4 p.m.) *Matinee,* participating sponsors (also Jan. 2-4, 7-11).

Dec. 31 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler and S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks (also Jan. 7).

Jan. 1 (11:45 a.m.-1:45 p.m.) *Tournament of Roses Parade,* Minute Maid through Ted Bates and Florists Telegraph Delivery Service through Grant Adv.

Jan. 1 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor of Hollywood through Doyle Dane Bernbach on alternating weeks (also Jan. 8).

Jan. 1 (10:30-11 p.m.) *Break the $250,000 Bank,* Lanolin Plus through Russel M. Seeds (also Jan. 8).

Jan. 2 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co. (also Jan. 9).

Jan. 3 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co.

Jan. 5 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Jan. 6 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross.

[Note: This schedule will be corrected to press time of each issue of B•T]

NETWORK RENEWAL

Thomas J. Lipton Inc. (tea and soups), Hoboken, N. J., through Young & Rubicam, N. Y., has renewed CBS Radio's *Ma Perkins* daytime serial, effective Jan. 9 for 52 weeks. Contract calls for five seven-and-one-half segments on alternate week basis.

AGENCY APPOINTMENT

Murphy Paint Corp., Baltimore, appoints Applestein, Levinstein & Golnick, same city.

A&A PEOPLE

Charles Strauss, account supervisor, Ogilvy, Benson & Mather, N. Y., elected vice president.

Henry O. Pattison Jr., senior vice president, head of creative services, and member of plans board, Benton & Bowles, N. Y., appointed vice chairman of board.

Zed Daniels, product manager-assistant sales promotion manager, Post Cereals Div., General Foods Corp., to Weiss & Geller Adv., Chicago, as account executive.

George A. Whittington, editorial director, Industrial Labs Publishing Co., Chicago, to Charles Bowes Adv., Los Angeles, as account executive.

Richard Carter, senior account executive of Arthur Jacobs Co., L. A., to Cleary, Strauss & Irwin, Hollywood, effective Jan. 28, as vice president and account supervisor in tv and film fields.

Norman J. Phelps, formerly vice president of Ruthrauff & Ryan and previously with Biow Co., N. Y., appointed account executive-creative counsellor at John W. Shaw Adv., Chicago.

Edward W. Hobler, formerly vice president at Benton & Bowles, N. Y., has joined Needham, Louis & Brorby as account executive.

Jay Richards, formerly with Warner Bros. and William Morris Agency, to Kennedy, Walker & Wooten, L. A., as account executive.

James D. Grant, sales promotion manager, Landers, Frary & Clark, New Britain, Conn., to Ronson Corp. in newly created executive post.

W. Robert Woodburn, creative writer, Campbell-Ewald, Detroit, named writer-producer and **Robert S. McTyre** to assistant radio-tv copy chief. **Thomas E. Armstrong** appointed copy group supervisor of firm.

Paul G. Gumbinner, vice president of Lawrence C. Gumbinner Adv., N. Y., elected president of Camp Vacamas Assn., organization which arranges free summer vacations and winter weekends for underprivileged New York children.

Thorwaldsen Arnold Rau, 67, treasurer-director of Roy S. Durstine Inc., N. Y., died Dec. 26 at his home in Yonkers, N. Y.

A&A SHORTS

Ingalls-Miniter Co., Boston, announces change of name to Ingalls-Miniter-Haughey Co., effective Jan. 1.

Rothbardt & Haas Adv., Chicago, announces move from 154 to 132 E. Ohio St.

The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest F & P office . . . or from WOC direct.
Basic NBC Affiliate
WOC
5,000 W 1420 Kc
Col. B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

CBS-TV GAINS CITED IN YEAREND REPORT

- **10-month billing up 18.2%**
- **'No. 1' ranking retained**

GROSS billings increase, growth of affiliates and advertisers and coverage of a year filled with major news developments highlighted a yearend review released last week by CBS-TV.

Noting it had "maintained its position as the world's largest advertising medium" during the year, CBS-TV reported its gross billing for the first 10 months of the year were 18.2% ahead of the same period last year and had increased its dollar volume during that time 20% more than had the "second network" (NBC-TV).

The network listed a total of 122 different advertisers for the year, 26 of them new to CBS and 15 of the 26 new to network television. Its station lineup now stands at 227, an increase of 10 over 1955. During the year, FCC approved the CBS acquisition from General Teleradio of ch. 18 WGTH-TV Hartford (now WHCT [TV]) and was expected "momentarily" to act on the network's pending application for ch. 11 in St. Louis.

Major executive changes noted during the year: Retirement announced Nov. 1 of CBS-TV President J. L. Van Volkenburg, who will be succeeded Jan. 1 by Merle S. Jones; elevation of Mr. Jones and Hubbell Robinson Jr. earlier in the year as executive vice presidents, and appointment of Edward L. Saxe as vice president in charge of operations.

The Increase in Use

Continued growth of CBS-TV's Extended Market Plan, now two years old, was underscored. The breakdown: participating stations now 34; advertisers using one or more EMP stations up from 46 last year to 60 in 1956; number of programs now being carried on EMP stations is 64, a gain of five over last year, and the total commercial hours weekly on EMP stations increased from 164 in 1955 to 390½. Total sustaining hours carried weekly by all EMP stations combined is 111.

Also mentioned is the network's Extended Program Service that permits small market stations to program commercial shows on a sustaining basis—20 sponsored quarter-hours per week now are offered, with 16 advertisers permitting the network to use their programs.

In equipment, CBS-TV obtained delivery and had broadcast with three prototype Ampex video tape recording units. In programming, the network paid particular attention to its *Playhouse 90* that was introduced in the fall as a weekly, 90-minute dramatic show on Thursday nights.

Highlights of its news coverage: Presidential nominating conventions and the elections; special programs on the Middle East and satellite nation revolts; such public affairs specials as *Out of Darkness* (treatment of mental illness), *Air Power* (film series on the air age) and "The Secret Life of Danny Kaye" (on the comedian's round-the-world tour for UNICEF). The network covered 125 different major sports events during the year.

Advertisers new to network tv via CBS in 1956 included Bell Telephone System, Bon-Ami Co., Burgermeister Brewing Co., the Chemstrand Co., Duquesne Brewing Co., Easy Washing Machine Corp., Hamilton-Beach Co., Mentholatum Co., National Brewing Co., and Pharma-Craft Inc. On CBS-TV in 1956 for the first time were Atlantic Refining Co., General Tire & Rubber Co., Hartz Mountain Products Corp., Pan American World Airways and Reynolds Metals Co.

CBS Radio Names Steinberg To Head Audience Promotion

CHARLES S. STEINBERG will join CBS Radio as director of audience promotion, effective Jan. 7, it was announced last week by Arthur Hull Hayes, president of CBS Radio. Mr. Steinberg, who will head all activities involving press relations, station audience promotion and other forms of audience promotion, succeeds George Crandall, who has resigned as director of press information [B•T, Dec. 10].

MR. STEINBERG

He will join CBS Radio after 14 years with Warner Bros., where he has served in various publicity posts, most recently as home office publicity manager. Mr. Steinberg, who holds a Ph. D from the Graduate School of Education, New York U., taught secondary schools and colleges for three years before becoming director of education for the Book of the Month Club. He is writing a book for Harper's titled *Public Relations and Mass Communications.*

Hope's Programs Lose Money; Comedian May Quit Television

BOB HOPE's first three television shows of the season on NBC-TV will run over $100,000 in the red, James Saphier, business manager of the entertainer, declared Thursday. Mr. Hope finances his own shows, offering them as a complete package.

Mr. Hope earlier had disclosed that as a consequence of the high cost of talent his first telecast of the season had lost $31,000. According to Mr. Saphier, the succeeding two shows appeared destined to run even more into the red, with the exact loss to be determined after final billings are in.

"I think it's my last year on television," Mr. Hope remarked. "I just can't afford it." However, Mr. Saphier said that this was by no means Mr. Hope's final decision. He added that discussions were underway with NBC to recover the losses.

Mr. Hope is committed to four more shows this season.

ABC A. M. RATES TO RISE IN APRIL

- **Durgin calls boost 'modest'**
- **Charts network 'road back'**

A RAISE in rates of ABC Radio's morning block (Mon.-Fri., 9-11:30 a.m.) will be put into effect April 1, 1957, Don Durgin, vice president in charge of ABC Radio, revealed last week.

Disclosure of the rate hike was contained in Mr. Durgin's yearend summary last week "of progress and prospects" for ABC Radio. He described his review also as "the road back for network radio."

Actually the increase is considered by the network to be a "modest" one, entailing per five-minute segment a $100 boost in the minimum frequency and about $50 in the maximum frequency categories. The discount structure will not be changed.

Mr. Durgin said the boost in rates, even though modest, was decided upon because "progress on the road back for network radio can best be accelerated by providing the industry at large with a more accurate reflection of the real worth of a network radio buy in the rates charged for that buy. . . . They signify the increasing recognition, importance and value of network radio as a national medium."

ABC Radio's morning lineup is considered by the network as its largest single commercial block. Its *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST), according to Mr. Durgin, has been 90% sold with some weeks sold out. Under the rate boost, current advertisers will be protected for six months.

Others Offered

Other shows in the block are *My True Story* (10-10.30 a.m.), *When A Girl Marries* (10:30-10:45 a.m.), *Whispering Streets* (10:45-11 a.m.), *Jack Paar Show* (11-11:15 a.m.), and beginning on Jan. 14, *Make Up Your Mind* (11:15-11:30 a.m.).

Mr. Durgin pointed to ABC Radio's "commercial success" and "emergence to the No. 2 position in 1956," a "success achieved partly as the result of changing industry-wide trends beyond the control of any one network, partly as the result of careful planning by ABC."

Looking ahead, Mr. Durgin stated: "1957 should be a good year not only for ABC but for network radio generally. Despite exaggerated reports about affiliated stations 'going independent', based on one or two widely publicized examples rather than any industry-wide trend, the affiliates themselves have expressed continuing confidence and renewed enthusiasm for the network principle of broadcasting. While network payment to stations is not what it used to be 10 years ago, network programming and news service still make affiliation with a network valuable."

Mr. Durgin noted that ABC Radio has more than 330 stations and is "in the enviable position of having the most stations located in the top 200 markets of any of the

four networks—a distinct advantage in these days of listener loyalty to the hometown station and advertiser merchandising identification with the hometown dealer."

Taking up the future of network radio once again, Mr. Durgin declared: "While relative progress has been good for 1956, much remains to be achieved before network radio earnings reflect the real value of the service—both public and commercial—provided.

"The year 1957 will determine whether earnings and revenue will progress at a rate commensurate with the progress felt in the important areas [I have] summarized where progress is perhaps too often measured in units other than dollars and cents. At ABC Radio we believe 1957 will prove to be a truly happy new year."

Steady Network Growth Cited in Mutual Report

YEAREND summary of developments issued last week by Mutual Broadcasting System stressed the steady and gradual growth of network radio during 1956 and pointed to increased interest by advertisers, particularly in the last quarter of the year.

Among the 10 top national advertisers, Mutual reported, five had campaigns on the network during 1956. They were listed as General Motors, Gillette Safety Razor Co., Lever Bros., R. J. Reynolds Tobacco, and Coca-Cola Co. Other major advertisers reported as having sponsored Mutual programs during the year were American Home Products, Brown & Williamson Tobacco, Kraft Foods Co., Trans World Airlines, J. B. Williams Co., and Curtiss Candy Co. An advertising development singled out in Mutual's review was the entry of the Kohler Co. (plumbing supplies), Kohler, Wis., into network radio sponsorship. Kohler sponsored Mutual's coverage of the presidential nominating conventions and the general election on the full network.

One of the significant moves made at the network during the year was an approach calling for closer integration between Mutual and the other divisions of RKO Teleradio Pictures Inc., the parent company. For example, the backlog of story material in RKO's motion picture operation was made available to MBS to determine which properties can be adapted into network radio programming. RKO Radio Pictures' 32 field offices in this country and more than 100 overseas offices were placed at Mutual's disposal for sales, promotion, merchandising, exploitation and other services.

The deepening international crisis prompted MBS during the last quarter of the year to increase its news programming, with news shows becoming a regular daily feature every hour. In addition the number of overseas broadcasts was expanded, and one—a special report by Sam Pollock from England—became a weekday feature. Among the special events programming introduced during the year was the "Significant Holidays" feature. The network presented five such feature programs.

Treyz Sees 'Equality' At Hand for ABC-TV

ABC-TV is "moving toward equality" among the three tv networks "in those markets where there is three-network competition," Oliver Treyz, vice president in charge of ABC-TV, declared last week.

In releasing a yearend statement on the network's accomplishments and anticipations, Mr. Treyz highlighted his report with:

- The signing of a three-year contract with Frank Sinatra for his exclusive tv appearances on ABC.
- The loan of $60 million obtained by American Broadcasting-Paramount Theatres for cash backing for further growth of AB-PT and its broadcast division [B•T, Dec. 24].
- Plans made but not yet revealed for acquiring new programs "to establish a continuing and consistent level of excellent entertainment as recognized characteristics of ABC-TV's program structure."

Mr. Treyz observed that the network's gross billings for the year will exceed $75 million and that within the past month, ABC-TV's home-hour circulation for the first time passed the mark of 100 million home hours of viewing weekly for its nighttime commercials.

Also noted were gains of primary affiliations in certain key markets. Mr. Treyz said that within 60 days, the network will obtain primary affiliates in San Antonio and in the Norfolk-Portsmouth market, and that

TV in Fresno-
the big inland California
market means-

KMJ·TV

·Basic NBC-TV affiliate
·Best local programs

Paul H. Raymer Co., National Representative

later in the next year (1957) it will pick up primaries in Omaha and Boston.

Mr. Treyz reported that the network has begun installation of transistor amplifiers to replace tube amplifiers in its studios and mentioned ABC-TV's system of programming in 1956 accommodating Daylight Savings Time changes.

NBC Radio Reports $2 Million In 'Imagery-Transfer' Advertising

COMPLETION of another $1 million in net billings in "imagery-transfer" advertising for NBC Radio, raising the total to $2 million net in little more than a week, was announced last week by William K. McDaniel, vice president in charges of sales, NBC Radio.

The purchases by five advertisers, according to Mr. McDaniel, were made to utilize NBC's "imagery-transfer concept," under which words and sounds are used "to trigger images and impressions of an advertising message stored up in the memory of customers."

The advertisers are Motorola Inc., through Leo Burnett, for a six-week schedule of announcements on *Monitor;* Liggett & Myers Tobacco Co., through Dancer-Fitzgerald-Sample, for a 52-week announcement campaign on *Monitor;* Nash Motors Div., American Motors Corp., through Geyer Adv., for 20 participations per week on *Monitor* for 52 weeks; Norwich Pharmacal Co., through Benton & Bowles, for an 11-week schedule on *NBC Bandstand, Five Star Matinee* and *Monitor* and Kiplinger's magazine, *Changing Times,* for a new series to be heard Saturday, 8:15-8:30 a.m. EST, starting Jan. 12 for 10 weeks.

NBC Adds to Heinemann Duties

GEORGE A. HEINEMANN, WRCA-TV New York program manager since Sept. 1, has been appointed to the additional post of director of program planning and development for NBC o&o stations, it was announced last week by Thomas B. McFadden, vice president of the o&o division and NBC Spot Sales.

MR. HEINEMANN

Before coming to W R C A-T V, Mr. Heinemann was program director at WMAQ-WNBQ (TV) Chicago.

"Whadda they mean, simple as ABC?"

It isn't simple. Before the Audit Bureau of Circulations accepts a publication for membership its representatives go over your books with everything from Geiger-counters to electron microscopes.

And Geigers aren't all they count. They count paid subscriptions.

B•T is the only news magazine specializing in radio-TV coverage whose circulation is certified by the Audit Bureau of Circulation.

KFMB-TV Challenges Court's Shorthand Ban

A BAN by San Diego Superior Court Judge John A. Hewicker against taking of shorthand notes for news broadcasts is being challenged by KFMB-TV San Diego and the station last week filed for writ of mandate to overturn the ruling in the appellate court at San Bernardino. Hearing is scheduled this Thursday.

KFMB-TV and Judge Hewicker have been at odds over the rights of newsmen in covering court proceedings and interviewing witnesses ever since the jurist began hearing the Ruth Latham kidnaping-attempted murder trial there [B•T Dec. 24, 17]. The dispute has commanded the close attention of broadcasters generally and the NARTB.

A fortnight ago KFMB-TV sent a stenotype operator to the court to catch highlights of the testimony but the man was refused entrance to the court by Judge Hewicker. The following day the station sent Mrs. Lou C. Throop, secretary to George Whitney, KFMB-TV general manager, to accompany newsman Harold Keen at the press table to take shorthand notes for his assistance. She was ordered not to take shorthand notes by the judge, who said transcripts must be obtained from the official reporter in the regular time and for the usual fee.

In announcing appeal of Judge Hewicker's ban, Mr. Whitney told B•T, "We took this action to get once and for all a ruling as to whether our reporters have the right to stenographic assistance at a trial. Judge Hewicker announced that we do not have this right and late Friday (Dec. 21) refused to permit Mr. Keen to have the assistance of Mrs. Throop, a competent shorthand reporter. At that time Judge Hewicker stated to Mr. Keen that 'if I am wrong, you can get yourself a writ of mandate.' This is the action we are now following. We have served a copy of the order to show cause and the supporting papers upon the district attorney of San Diego County and we are now attempting to serve the papers upon Judge Hewicker, who we are advised is vacationing in Yosemite Valley.

"The order to show cause will come up for hearing in San Bernardino. At that time, Judge Hewicker may appear by counsel of his own selection or through the district attorney and will be required to show cause why it is wrong for a television or newspaper reporter to have with him an assistant who is able to take shorthand notes."

Earlier Judge Hewicker revised his position against any tv interviewing of witnesses and said witnesses could be interviewed after they were excused by the court. Mr. Whitney has consistently maintained that "news is perishable."

Philadelphia Official Upholds Photographers' Coverage Rights

FREEDOM of the press includes the right to photograph and disseminate pictures of public events occurring in public places, according to an opinion handed down by the Philadelphia city solicitor, David Berger. The opinion was asked by the city's police chief after a police officer manhandled a

New Standard of Comparison in Pick-up Tubes

RCA MICRO-MESH IMAGE ORTHICONS

Commercially Proved—In On-Air for dependable, improved picture quality

Designed to keep pace with ever-improving programming techniques, RCA "MICRO-MESH" Image Orthicons are being acclaimed by station men as the finest camera tubes ever used in commercial television.

With a mechanical exactness heretofore unattainable, RCA MICRO-MESH design has increased the mesh fineness of camera tubes from 500 lines per inch—*to 750 lines per inch!* This improvement works for you three ways. (1) It enables you to "kill" mesh pattern and moiré effect without need for defocussing the picture—whether you are on black-and-white or color. (2) It substantially improves picture-detail contrast. And (3) RCA Image Orthicons with MICRO-MESH are particularly effective in permitting the use of adequate aperture correction to improve detail contrast when the tube is operated below the "knee" of its transfer characteristic—as occurs in color television.

MICRO-MESH design—another RCA original development in TV camera tubes—exceeds all present-day requirements for high-quality pictures in all RCA Image Orthicons and Vidicons—*at no extra cost to you.* RCA camera tubes with MICRO-MESH are available from your RCA Tube Distributor. For technical data on RCA camera tubes, write RCA Commercial Engineering, Harrison, N.J.

Why Station Men like MICRO-MESH

- Eliminates mesh pattern and moiré effect without defocussing.
- More than meets all technical requirements of 525-line TV system.
- 750-mesh tube with aperture-correction circuit provides 100% response for 350-line information. 500-mesh tube without aperture-correction circuit permits only about 60% response for 350-line information. Although correction circuit can be used with 500-mesh tube, such use emphasizes moiré and beat-pattern problems.
- Micro-Mesh minimizes beat pattern between color subcarrier and frequency generated by beam scanning mesh-screen pattern.
- Improves detail of color pictures.

CAMERA TUBES FOR TELECASTING

® RADIO CORPORATION OF AMERICA Tube Division, Harrison, N. J.

photographer during an Adlai Stevenson speech last fall.

After citing basic anti-censorship language of the first and 14th amendments to the U. S. Constitution, Mr. Berger said "the widest latitude in the dissemination of information is essential" to vitality of civil and political institutions, with truth depending on freedom to speak, write, think and differ. "Where police action is taken in a public place during a public event which is being covered by the newspapers, radio and television, the press plainly has the right to report such public occurrence with or without photographs," he added.

Blair & Co. Answers Leder Giveaway Stand

JOHN BLAIR & CO., radio station representative, last week took issue with the argument of Robert Leder, WOR New York, that advertisers don't get their money's worth when they buy time on stations that run contests and conduct money giveaways to build audiences.

Referring to Mr. Leder's appearance before the Radio & Television Executives Society in New York to debate with Gordon McLendon of KLIF Dallas on the subject of "rating hypos" [B•T, Dec. 24], Blair Executive Vice President Robert E. Eastman wrote the WOR vice president and general manager as follows:

". . . There is one point which you stressed rather strongly that we would like to correct. You stated that an advertiser buys inflated figures with no relationship to the advertising impact—and also that the advertiser is on the losing end because attentiveness on the part of the listener to the advertising part of the message is diluted by the contests.

"We have made the most extensive survey ever conducted on the sales effectiveness of all types of major stations throughout the country and feel obligated to point out to you that some of the most dramatic proof of sales effectiveness for advertisers, national and local, has been demonstrated by some of those radio stations using effective on-the-air promotions to stimulate listener interest.

"Contrary to your assumption, it is most apparent to us that the listener interest created by the wide-awake station, constantly seeking out new and intriguing ways to promote audience action, pays off handsomely for the advertiser.

"You are a leader in the broadcasting industry and owe it to yourself to carefully inspect all the evidence before arriving at conclusions. . . ."

Mr. Eastman attached to his letter copies of promotional material for a number of Blair-represented stations, citing letters from or other comments by advertisers in praise of results obtained from advertising on those stations.

In reply, Mr. Leder told B•T he felt Mr. Eastman was not wholly unprejudiced, since Blair represents McLendon and also Todd Storz stations which have used on-the-air promotion extensively, but that, basically, Mr. Eastman had misconstrued his point.

What he said, Mr. Leder pointed out, was that "promotion" is no substitute for good product—that stations which give away money rather than entertainment will suffer. He specifically excluded both the McLendon and Storz stations from that category, asserting that "they have been wise enough to build their programming at the same time they have promoted it."

He maintained that, despite Mr. Eastman's claim of "the most extensive survey ever conducted" on sales effectiveness, the Blair executive had not submitted any comparative proof of the effectiveness of stations that run contests as against those which have attained top rank through superior programming—without contests.

A 32-STATION radio network is being set up to broadcast the Detroit Tiger games, with WKMH Dearborn, Mich., serving as key station. Van Patrick, WKMH sportscaster, and Mel Ott, also of WKMH, will be announcers. At the contract signing (l to r): Edwin J. Anderson, Goebel Brewing Co., one of the sponsors; G. W. Sucher, Speedway Petroleum Co., another sponsor; Spike Briggs, executive vice president of Tiger Baseball Co.; Fred A. Knorr, Tiger president and WKMH owner.

Roland McClure Named to Head CBS Radio Spot Sales in L. A.

APPOINTMENT of Roland H. McClure, account executive for KNX Los Angeles and the Columbia Pacific Radio Network, as manager of the Los Angeles office of CBS Radio Spot Sales is being announced today (Monday) by Gordon F. Hayes, manager of CBS Radio Spot Sales. Mr. McClure succeeds Jack Wooley, recently named special assistant for public affairs to the Secretary of the Navy [B•T, Dec. 17].

MR. McCLURE

Mr. McClure joined KNX-CPRN in 1953 and has served as program promotion manager, national sales representative and, most recently, as an account executive.

Cowles Promotes Quentin To Director of Engineering

CHARLES QUENTIN, chief engineer of KRNT-AM-TV Des Moines, Iowa, has been promoted to director of engineering of the Cowles Broadcasting Co., according to Luther L. Hill, Cowles president. He will headquarter in Des Moines.

MR. QUENTIN

Mr. Quentin will be in charge of technical planning and supervision of all Cowles stations, including KRNT-AM-TV; KVTV (TV) Sioux City, Iowa; WNAX Yankton, S. D., and WHTN-AM-FM-TV Huntington, W. Va. He has been in broadcast engineering since 1928 and has been associated with Cowles broadcast operations for 25 years.

Broadcaster Whitney Named Ambassador to Great Britain

JOHN HAY (Jock) WHITNEY, financier and owner of broadcast properties, was named Ambassador to Great Britain Thursday by President Eisenhower. He is senior partner of J. H. Whitney & Co., formed in 1946 to finance new industries. He succeeds Winthrop W. Aldrich in the key British diplomatic post.

The Whitney interests recently paid $10 million for WISH-AM-TV Indianapolis and WANE-WINT (TV) Fort Wayne-Waterloo, Ind., and also own 90% of KGUL-TV Galveston-Houston and KOTV (TV) Tulsa, as well as several Midwest community antenna systems. Mr. Whitney is a brother-in-law of William S. Paley, CBS board chairman.

THANKS *from one phenomenon to another*

Never in history has there been anything to compare to the phenomenon of television. A miracle in concept—a miracle in the way it has grown and expanded into one of America's major industries. *All because television gave people something that they wanted, very much!*

One phenomenon gave girth to another

The rise of television created another need that has been filled by TV GUIDE more completely than any other publication—*the need for accurate, timely program listings and descriptions*, as well as lively, authentic stories about TV stars, favorite programs and all the things that people want to know about television. How well TV GUIDE has met this responsibility is best illustrated by the following facts . . .

In just 3 short years, TV GUIDE's circulation has grown to more than 4,600,000 copies—the third largest of any weekly magazine! And it's still growing!

Current circulation is more than 1,000,000 copies ahead of the same period last year!

In the past year, TV GUIDE had more single-copy newsstand growth than all other major weeklies and bi-weeklies combined!

Well over 11,000,000 television viewers in the United States and Canada now make TV GUIDE their primary source of television program information!

It couldn't have happened without you

In tooting our own horn so loudly we're constantly mindful that TV GUIDE couldn't have happened without the wholehearted support and cooperation of television stations and networks. It's only because you appreciate what we are trying to do that we are able to give your viewers the kind of information that helps to build your own TV audience.

Thank you sincerely for your support—and a Happy View Year to you.

TV GUIDE

Serving more than 4,600,000 selective TV families

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Mon. Morning Headlines	News	Walter Winchell Co-op	Monitor
6:15	Paul Harvey News	F.B.I.	Seeman Bros. Tomorrow's Front Page (6:15-6:25)	Mutual of Omaha On the Line with Bob Considine
6:30	Quincy Howe	Liggett & Myers Gunsmoke (202)	Music Box	Monitor
6:45	George Sokolsky		Bill Hillman Commentator	"Meet the Press"
7:00	Weekend News	News	General Tire Sports Time	
7:15	John Edwards	Jack Benny	This Fabled World	
7:30	Overseas Assignment		"By the People"	
7:45	Sunday Music Hall	Our Miss Brooks	Pan American Panorama	
8:00	Weekend News	News	Hour of Decision Billy Graham Evangelistic Assoc.	
8:15	Sp'kng of Sports	Pharmacraft (202) Pontiac 11/11 only Mitch Miller		Monitor *
8:30	Sunday Music Hall		Hawaii Calls	
8:45				
9:00	Weekend News	News	News—Miles	
9:15	Sunday Music Hall	World Tonight	Sounding Board	
9:30		Face the World	Manion Forum Dean Clarence Manion	
9:45		Sports	Datelines & The Bible	
10:00	Erwin Canham	CBS News	Music Box	Billy Graham ** Evangel. Assoc. Hour of Decision (Split Network) and *Monitor
10:15	Travel Talk	Birdland	Wings of Healing	
10:30	The Assemblies of God "Revival Time"	Church of the Air S	Bon Soir Paris	American Forum or Youth Wants to Know
10:45	Weekend News			
11:00	Imagination	News	Wings of Healing	Monitor *
11:15 PM		Dance Orchestra		

MONDAY

	ABC	CBS	MBS	NBC
	No Service	Allan Jackson Co-op	Bob & Ray	News
		Stockmarket		
	ABC—News	No Service		Co-op Alex Drier
	Mel Allen All State			
	No Service	Dolce Batteries Lowell Thomas (198) R	Hera's Hollywood Sports	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Kool Amos 'n' Andy Music Mall	Kraft News	News
	Co-op Quincy Howe		Co-op Fulton Lewis, Jr.	R. Harkness News
	Mysteries	Ed. R. Murrow Co-op	Jazz Roost	No Service
	ABC Late News		Mutt. Sponsors Gabriel Heatter	Miles Labs. & (3) News of World 166
	American Music Hall	Robt. Q. Lewis	Miles—News	One Man's Family N&L Participates
	ABC Late News		What's Your Opinion	News
	Firestone Voice of Firestone	News	True Detective Mysteries (Participating)	Boston Symphony Orchestra
		Robt. Q. Lewis	Miles—News	
	American Music Hall	Chev. News (199)	Danger with Granger	News
		The World Tonight	Miles—News	Bell Telephone Telephone Hour (185) R
	ABC News	Eric Sevareid S	UN Radio Rev.	
	Best Bands of the Land	Capitol Cloakroom	Dinner Date	To Be Advised
	News			
	Vandercook, CIO	Dance Orchestra	Am. Hm. Heatter	News
	Imagination Milton Cross		Lawrence Tibbett Presents	No Network Service
	News			
	Imagination Milton Cross			News of World
	ABC Late News		St. Nicholas Boxing Bouts	No Network Service
	Imagination	News		
		Dance Orchestra	Lawrence Tibbett	
	Late News			

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Allan Jackson Co-op	Bob & Ray	News
		No Service		Co-op Alex Drier
	ABC—News		Les Paul	Sun Oil & Co-op 3-Star Extra (34)
	Mel Allen All State	Dolce Batteries Lowell Thomas (199)	Sports	
	No Service		Kraft News	News
	CIO-AFofL Edw. P. Morgan	Pharma-Craft Amos 'n' Andy Music Hall	Fulton Lewis Jr.	R. Harkness News
	Co-op Quincy Howe		Jazz Roost	No Service
	Mysteries	Ed. R. Murrow Co-op	Mutt. Sponsors Gabriel Heatter	Miles Labs. & (3) News of World
	ABC Late News		Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family N&L Participates
	American Music Hall	Robt. Q. Lewis	Treasury Agent (Participating)	News
	News S		Miles—News	Network Participations Dragnet
	Life Is Worth Living Bishop Sheen	News	Big City	To Be Advised
		Robt. Q. Lewis	Miles—News	
	American Music Hall	Chev. News (199)	UN Radio Rev.	News
		The World Tonight	Dateline Defense	Biography In Sound
	ABC News	Eric Sevareid S	The Army Hour	
	Best Bands of the Land	Do You Know	Am. Hm. Heatter	News
	News		Lawrence Tibbett Presents	No Network Service
	Vandercook, CIO	CBS News		
	Imagination Milton Cross	Dance Orchestra		News of World
	News			
	Imagination Milton Cross			No Network Service
	ABC Late News	News	Virgil Pinkley	
	Imagination			
		Dance Orchestra	Lawrence Tibbett	
	Late News			

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	News
9:15	Great Moments Great Composers	Music Room		World News Round-Up Co-op
9:30	Prophecy Inc. Voice of Prophecy (99)	Church of the Air	Christian Ref. Church Back to God (268)	Art of Living
9:45				Voice of Prophecy
10:00	Weekend News	Chev. News (178)	Radio Bible Class (291)	National Radio Pulpit
10:15	Message of Israel S	E. Power Biggs S		
10:30	Weekend News	Invitation to Learning S	Voice of Prophecy (307)	Monitor 10:30 a.m. Sun. Thru 12 Mid. Sun. (except as noted) *
10:45	Negro College Choirs S			
11:00	Sunday Melodies	News	Dawn Bible Frank & Ernest (362)	
11:15	Marines in Review	Washington Week	First Church How Christian Science Heals	
11:30	Weekend News	World Affairs	Northwestern U. Review S	
11:45	The Christian In Action S	Salt Lake City Tabernacle S		
12:00 N	No Net Service	Chev. News (170)	US Military Academy Band	
12:15 PM		Jimmy Dorsey Orchestra		
12:30	Moods in Melody	Guy Lombardo Orchestra	Bill Cunningham Co-op	The Eternal Light
12:45			First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (108)	Weather	Miles—News	Monitor
1:15		F. W. Woolworth 1-2 p.m. Woolworth Hour (198)	Musical Caravan	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
		Co-op News	Co-op Robt. Harleigh	News
	Breakfast Club			
	(Participating)	No Service	Easy Does It	No Network Service
				News Frank Blair
	My True Story	Arthur Godfrey (Participating)	Cecil Brown	
			Bob & Ray	
	When A Girl Marries	Am. Popcorn Amino, Bristol-Myers, Chef Boy-ar-dee Chun-King Hartz, Kellogg Schlitz, Bakers Perkins, Pillsbury, Scott Sherwin-Wms. Norwich, St. Brands, Staley	Kraft News	NBC Bandstand
	Whispering Streets		Miles Hera's Hollywood	
			Basil Rathbone	
	Grand Central Station		Johnny Olsen Show	
	Jack Paar Show		Kraft News	News Frank Blair
	ABC Late News		Sterling Drug Seaboard Drug Parallels In The News	
	You and Your Marriage	No Service	Co-op Story Time	NBC Bandstand
	Buddy Weed Show	Wrigley Howard Miller (144)	Queen for a Day Participating	
	Valentine	P&G Slenderella W. Warren (144)	Kraft—News	News
	Luncheon at Aster	Colgate Backstage Wife	Heatter, Am. Hm. G. Houser, Am. M.	
	No Network Service	Lever Company H. Trent (188)	Miles Millie Considine Show	No Network Service
		Scott, Salada Our Gal Sunday (194)	No Service	
	Co-op Paul Harvey	Carter, Scott Listerone Nora Drake	Co-op Cedric Foster	News
	Co-op Ted Malone	Lever Ma Perkins (198)	Allen Ladd's Modern Moods	The Bill Goodwin Show

SATURDAY

	ABC	CBS	MBS	NBC
		Co-op News		
	Co-op No School Today	Farm News		
		St. Louis Melodies	Country Jamboree	
		Garden Gate		
		Chv. Jackson (192)	Keep Healthy	
		Galen Drake	No Network Service	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
			Kraft News	
	All-League Club House	Slenderella (110)	Conference Call	
		News	Good News	
	Weekend News	Robt. Q. Lewis Hershel Calif. Lewis-Howe (193)	Kraft News	
	Sp'kng of Sports		US Marine Band	
	Charlie Applewhite		Miles—News	
	Charlie Applewhite		Musical Wheel of Chance	
	Weekend News	Chev., Jkson. (183)	Kraft News	
	Sp'kng of Sports	Romance S		
	World Tourist		American Living	
	Andy Reynolds Ranch Boys S			
	Weekend News	Liggett & Myers Gunsmoke (199)	Magic of Music	DeSoto You Bet Your Life (Split Network) Monitor *
	American Farmer S			
	Weekend News	Weather	Teen Talks	Allis-Chalmers National Farm & Home Hour
	Sp'kng of Sports	Chev., Jkson. (185)		
	Navy Hour	Personal Angle Kathy Godfrey	American Living	Morton Salt Dreier Topic Time

TUESDAY

CBS	MBS	NBC
		News
Bob & Ray		
		Co-op Alex Drier
Sun Oil & Co-op 3-Star Extra (34)		
		News
		R. Harkness News
	Miles Labs. & (S) News of World (168)	
	One Man's Family	
	N&L Participatns	
		News
	Network Participations People Are Funny	
	Recollections at 30	
	B&W News	
		X Minus One
		Sleep No More
		News
		No Network Service
		News of World
		No Network Service

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson Co-op	Bob & Ray	News
ABC—News	No Service		Co-op Alex Drier
All State Mel Allen		Les Paul	Sun Oil & Co-op 3-Star Extra (34)
No Service	Dolco Batteries Lowell Thomas (199)	Sports	
		Kraft News	News
CIO-AFofL Edw. P. Morgan	Pharma-Craft Kools Amos 'n' Andy Music Hall	Fulton Lewis Jr.	R. Harkness News
Co-op Quincy Howe		Jazz Roost	Miles Labs. & (S) News of World (168)
Mysteries	Ed. R. Murrow Co-op	Mult. Sponsors Gabriel Heatter	One Man's Family
ABC Late News		Coca-Cola Co. Eddie Fisher Show	N&L Participatns
American Music Hall	Viceroy Robt. Q. Lewis	Official Detective (Participating)	News
News S	News	Miles—News	Network Participations Bob Hope
American Music Hall	Robt. Q. Lewis	It's a Crime Mr. Collins	The Great Gildersleeve
News	Chev. News (199)	Miles—News	News
American Music Hall	The World Tonight	UN Radio Review	TBA
News S	Eric Sevareid S	Dinner Date	
Best Bands of the Land	Leading Question	Co-op State of the Nation	TBA
News	CBS News	Am. Hm. Heatter	News
Vandercook, CIO	Stuart Foster Show	Lawrence Tibbett Presents	No Network Service
Imagination Milton Cross	Dance Orchestra		News of World
ABC News	News	Virgil Pinkley	No Network Service
Imagination Milton Cross	Dance Orchestra	Lawrence Tibbett	
ABC Late News			
Imagination			
Late News			

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson Co-op	Bob & Ray	News
ABC—News	U.N. on the Record S		Co-op Alex Drier
All State Mel Allen		Here's Hollywood Sports	Sun Oil Co-op 3-Star Extra (34)
No Service	Dolco Batteries Lowell Thomas (199)	Kraft Five Star	News
		Fulton Lewis Jr.	R. Harkness News
CIO-AFofL Edw. P. Morgan	Pharma-Craft Kools Amos 'n' Andy Music Hall	Jazz Roost	Miles Labs & (S) News of World (168)
Co-op Quincy Howe		Amer. Home Prd. Gabriel Heatter	One Man's Family
Mysteries	Ed. R. Murrow Co-op	Miles—News	N&L Participatns
ABC Late News		What's Your Opinion	News
American Music Hall	Viceroy Robt. Q Lewis	Countersay (Participating)	
News S	News	Miles—News	
American Music Hall	Robt. Q. Lewis	Peril	Monitor
News	Chev. News (199)	Miles—News	
American Music Hall	The World Tonight	UN Radio Review	
News S	Eric Sevareid S	John T. Flynn	
Best Bands of the Land	So They Say	True or False	
News	CBS News	Am. Hm. Heatter	News
Vandercook, CIO	Dance Orchestra	Lawrence Tibbett Presents	Gillette Boxing
Imagination Milton Cross			Sports Digest
ABC News			
Imagination Milton Cross			Sports Highlights
ABC Late News	News	Virgil Pinkley	No Network Service
Imagination	Dance Orchestra	Lawrence Tibbett	News of the World Morgan Beatty
Late News			

SATURDAY

ABC	CBS	MBS	NBC
Weekend News	News	Miles—News	
Pan American Union	New Orleans Jazz Band	Airmen of Note	
		World Traveler	
Sports Kaleidoscope	Saturday at the Chase	Report from Washington	
Science Editor		Dinner Date	
Weekend News	News	Kraft News	
Sp'kng of Sports		Lombardoland USA	
At Ease	Saturday Night Country Style		
Platter Brains		Word of Life Hour	Monitor *
World Tourist			
Weekend News	Chev. News (199)		
Sp'kng of Sports			
Vincent Lopez Show	Entertainment U.S.A.		
This Week In Washington		Bandstand USA	
	Dance Orchestra		
As We See It			
	Sports		
Weekend News	News	Miles—News	
National Juke Box			
	Philadelphia Orchestra		R. J. Reynolds & Co-op Grand Ole Opry (93)
Best Bands in the Land		Bandstand USA	
Weekend News	News S		
Lawrence Welk Army Show	Henry Jerome Orchestra		
		Rendezvous Valley Dance Barn	
Rhythm on Parade	Guy Lombardo Orchestra		Monitor
Weekend News			
	News		
Imagination	Dance Orchestra	Dance Time	

SUNDAY

CBS	MBS	NBC
Wadsworth Hour (200)	Lutheran Hour (479)	Lutheran's Layman's League "The Lutheran Hour"
Longines-Wittnauer Symphonette (70)	London Studio Concerts	Monitor *
	Mantovano And His Orchestra	The Catholic Hour
Philharmonic Orchestra	Bands for Bonds	
News (5)		
CBS Workshop	Oklahoma City Symphony	Monitor
Suspense		
Treat (183) Chevrolet News	Miles—News	
Indictment	Bands for Bonds	
Weather	Dr. Daniel Poling	
Johnny Dollar	Natl. Labor-Mgt. Partners in Progress	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Lever Campana Dr. Malone	Luncheon with Lopez	The Bill Goodwin Show
	Listerine Campana Road of Life		
No Network Service	P&G news (203)	Kraft News	News
	Right to H'piness Salada- Campana	Harry Ho'le	True Confessions
	Colgate Mrs. Burton		
	Colgate Strike It Rich	Pollock BBC News	Woman In My House
	Pat Buttram Show (198) Wm. Wrigley		The Affairs of Dr Gentry
The Martin Block Show	Houseparty† (183) R Sunsweet Coldene Simoniz Std. Brands	Lots of Music	News
	American Bird		(Network Participation) Five Star Matinee
			(Network Participations) "Hilltop House"
	Rendezvous Valley Pillsbury	Mutual Reports	"Pepper Young' Family"
Treasury Bandstand			News
	No Service	Lots of Music	Bill Goodwin Show (Repeat)
			M. M. McBride Net. Participatio
	News	Basil Rathbone	News
No Network Service			
	No Service	Bob & Ray	No Network Service
		Miles Wonder of the World	
Wall St. Final (Harris, Upham)		Sports Time	
		Kraft News	

SATURDAY

ABC	CBS	MBS	NBC
Navy How Shake the Maracas	Man Around The House	Symphonies For Youth	DeSoto You Bet Your Life Groucho Marx
	Adventure In Science	Teen Talks	
	News	Kraft News	
	String Serenade	Lawrence Tibbett Presents	
	Peabody Orchestra		
	News		
Metropolitan Opera	Army Show		
	Dance Orchestra		
	News	Sports Parade	
	Paladium Orchestra		
Pop Concerts	Dance Orchestra	Co-op Standby Sports	
Weekend News	News	Miles—News	
Sp'kng of Sports	Dance Orchestra		Monitor *
Dinner At The Green Room	Make Way For Youth	Standby Sports	
		Kraft News	

December 31, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—

7:55-8 p.m., Les Griffith & The News. (332).

Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun., U. S. Rubber.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)

11:30-11:35 a.m. Sun. Lou Cioffi—News (8)

† Houseparty.

3-3:15 p.m. M.Th.—Coldene.

3:15-3:30 p.m., Wed., Simoniz, Swift.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

MBS—

Queen For A Day—Mentholatum, Mon. thru Fri.; Seeman Brothers, Mon. thru Fri.; Miles Labs, Mon. thru Fri.

Series S—Mentholatum, Mon. thru Fri.; Carter Products, (Alternate 3 a week); Drug Products, Mon. thru Fri.; Brown and Williamson, Mon. thru Fri.

WROC-TV Rochester, N. Y., signs with Peters, Griffin, Woodward Inc. for exclusive national representation. The contract becomes effective tomorrow (Tuesday). L to r: David C. Moore, president of Transcontinent Television Corp., owner-operator of the station; Lloyd Griffin, PGW vice president in charge of television, and PGW President H. Preston Peters.

Frank E. Fitzsimonds Named KBMB-TV's General Manager

FRANK E. FITZSIMONDS, former vice president of KFYR-AM-TV Bismarck, N.D., has been named resident manager of KBMB-TV in that city, it was announced last week.

John W. Boler, president-general manager of North Dakota Broadcasting Co., owner of KBMB-TV, also announced that Fred Drewry, former commercial manager of KBMB-TV, has been reassigned to the post of regional sales service manager for KXJB-TV Valley City, N. D., another station owned by North Dakota Broadcasting.

Mr. Fitzsimonds is a former director of NARTB, representing stations in three upper midwest states.

Schildhause Leaves FCC Post To Become Manager of KOMA

SOL SCHILDHAUSE, an FCC attorney for the past eight years, has resigned to become general manager of 50 kw, CBS-affiliated KOMA Oklahoma City. Mr. Schildhause resigned last week and is moving with his family (wife and three children) to Oklahoma City.

MR. SCHILDHAUSE

KOMA (on 1520 kc) recently was sold by the Griffin family for more than $290,000 to a group including Burton Levine, Myer Feldman, Arnold S. Lerner and Donald Rubin. Mr. Levine is president of WROV Roanoke, Va.; Mr. Feldman is counsel to the Senate Banking Committee; Mr. Lerner is sales manager, WCMS Norfolk, Va., and Mr. Rubin is a Florida banker.

GOVERNMENT

'55 RADIO REVENUE CURVE UP 1%

- **FCC figures put year's total at $453.4 million**
- **Combined radio-tv revenue for year: $1.2 billion**

RADIO broadcasters inched up almost 1% in revenues and 10% in profits in 1955, the FCC reported last week in issuing final financial data for last year. Total 1955 radio revenues came to $453.4 million, and profits before federal income tax to $46 million. This compares to 1954's total radio revenues of $449.5 million and profits of $41.8 million.

The FCC's tables show that combined radio and television broadcasting reached $1.2 billion in time sales, 14.9% over 1954, with profits $196.2 million, up 48.5%. The Commission reported that if commissions and talent and production charges were added to this, the grand total would be $1.6 billion. It figured $153.4 million in commissions paid to advertising agencies and station representatives, and an estimated $212.2 million paid by advertisers for talent and production costs to individuals and producers not engaged in station or network operation.

Television's total revenues for 1955 were $744.7 million, 25.6% over 1954; profits were $150.2 million, up 66.3% over 1954. Figures for 1955's television were issued last summer [B•T, July 30].

Network radio revenues went down again in 1955, but station revenues continued up. The four national radio networks and three regional networks (including 19 owned stations) reported total 1955 revenues of $78.3 million, 11.6% below that of 1954. Profits for this group were $5.9 million, or 28% under 1954.

But, total revenues reported by 2,724 other radio stations were reported as $375 million, up 3.9%, with station profits in this group amounting to $40 million, up 18.7% over 1954.

The sale of radio network time dipped to $64.1 million in 1955—23.4% below 1954. But, the sale of station time to national spot advertisers went up to $120.4 million, 0.2% over 1955, and to local advertisers to $272 million, 9.9% over 1954.

Other highlights of the 1955 financial report:

- Fewer radio stations reported a loss in 1955 than in 1954. For 1955, 27.5% of the 2,692 reporting stations reported a loss, while in 1954, 30.7% of the 2,541 reporting stations showed a loss.
- Fm stations operated without am adjuncts—there were 38 of these—reported total revenues for 1955 of $1 million, expenses $1.4 million, for a loss of $400,000. The other 453 fm stations could not allocate fm revenues and expenses in sufficient detail due to joint operations.
- Included in the report is a list of more than 200 radio markets where there are three or more stations operating. This chart gives total time sales, expenses and income for most of these stations.

FCC tables are on pages 68-69

RADIO-TV FINANCES: 1955 AND 1954

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO[1] AND TELEVISION BROADCAST SERVICES

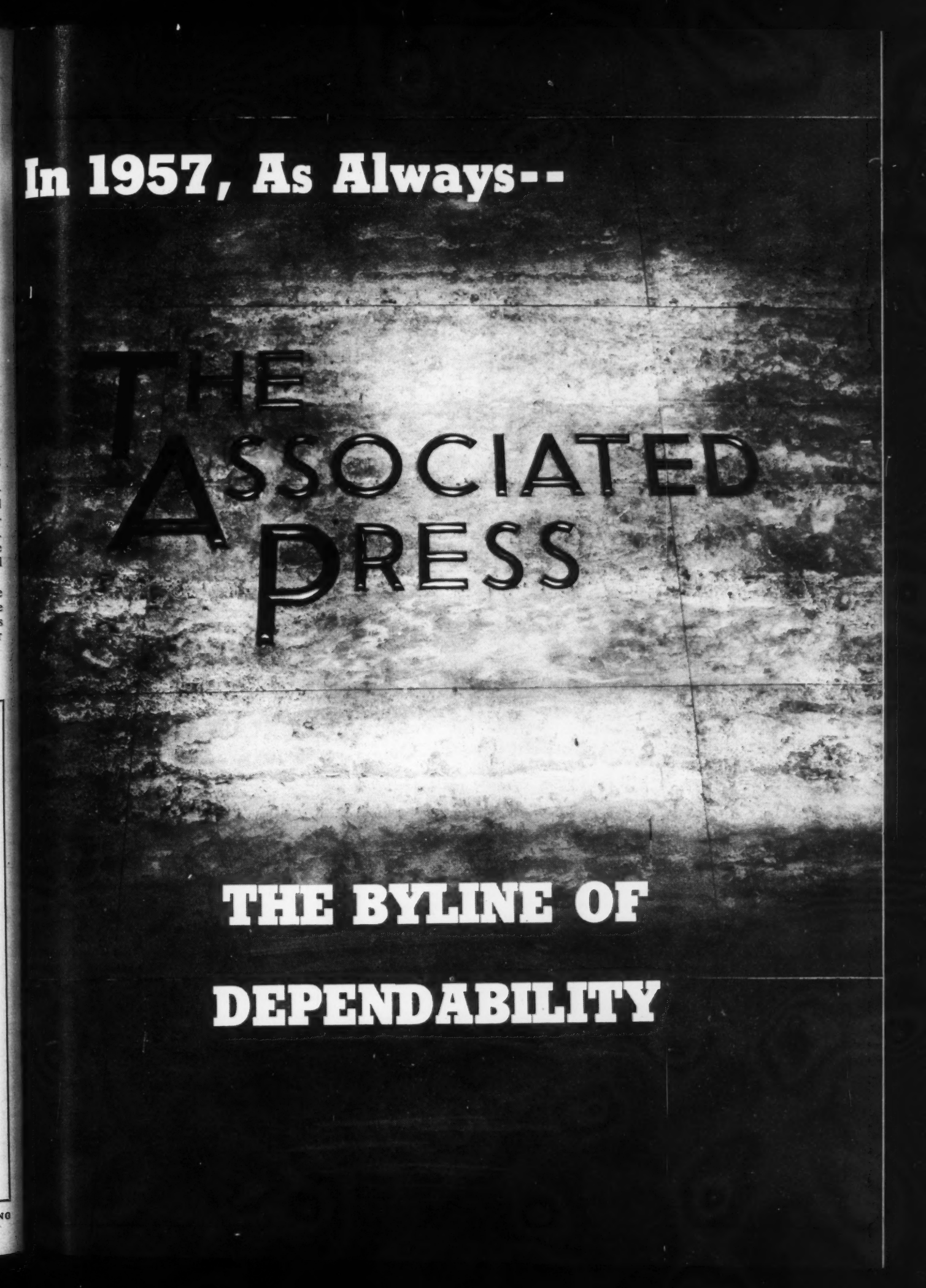
1954—1955

Service	1955	1954	Percent Increase or (Decrease) in 1955
		($ Millions)	
Total Broadcast Revenues			
Radio	$ 453.4	$ 449.5	0.9
Television	744.7	593.0	25.6
Industry Total	$1,198.1	$1,042.5	14.9
Total Broadcast Expenses			
Radio	$ 407.4	$ 407.7	(0.1)
Television	594.5	502.7	18.3
Industry Total	$1,001.9	$ 910.4	10.1
Broadcast Income (before Federal income tax)			
Radio	$ 46.0	$ 41.8	10.0
Television	150.2	90.3	66.3
Industry Total	$ 196.2	$ 132.1	48.5

[1] Includes am and fm broadcasting.

Note: 1955 radio data covers the operations of four nationwide networks and three regional networks, 2,704 am and am-fm and 38 independent fm stations. 1954 data is for the same networks and 2,555 am-fm and 43 independent fm stations. 1955 tv data covers the operations of four networks and 437 stations (3 networks after Sept. 15, 1955, when DuMont ceased network operations). 1954 data is for four networks and 410 stations.

In 1957, As Always--



THE BYLINE OF
DEPENDABILITY

B•T's vs. FCC's

EARLY this year, B•T estimated radio net time sales for 1955 for inclusion in the annual radio yearbook (page 9). It is interesting to compare B•T's estimates with those reported last week by the FCC.

Class	B•T	FCC
National Network	$ 54,997,000	
Regional & Miscellaneous Network	5,573,000	$ 64,100,000
National & Regional Non-Network	117,070,000	120,400,000
Local	278,009,000	272,000,000
Total	$455,649,000	$453,400,000

HOW AM STATIONS FARED

COMPARATIVE FINANCIAL DATA OF AM RADIO STATIONS

1954—1955

($ Thousands)

Item	Amount 1955	Percent of Increase (Decrease)
Number of stations	2,686[1]	
A. Revenues from the sale of time:		
1. Network time sales		
a. Nationwide networks	$ 12,354	(40.0)
b. Regional networks	2,285	(10.5)
c. Miscellaneous networks and stations	612	(30.8)
Total	15,251	(36.5)
2. Non-network time sales		
a. National and regional advertisers and sponsors	104,433	(0.7)
b. Local advertisers and sponsors	262,932[2]	10.0
Total revenues from non-network time sales	367,365	6.7
Total revenues from time sales	382,616	3.9
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	32,268	2.9
Net revenues from time sales	350,348	4.0
B. Revenues from incidental broadcast activities:		
Talent	13,150	0.9
Sundry broadcast revenues	10,515	3.4
Total revenues from incidental broadcast activities	23,665	2.0
Total broadcast revenues	374,013	3.8
C. Total broadcast expenses of stations	333,565	2.4
D. Broadcast income (or loss) before federal income tax	$ 40,448	17.9

[1] 2,534 stations reported in 1954.

[2] Some small amount of network and national non-network time sales may be included here since stations with less than $25,000 time sales for the year do not report detailed revenue breakdown.

RADIO FINANCES: 1955 AND 1954

BROADCAST REVENUES, EXPENSES AND INCOME OF RADIO BROADCAST SERVICES

1954—1955

Item	1955	1954	Percent Increase or (Decrease) 1955
	($ Millions)		
Total Broadcast Revenues			
4 nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 78.3	$ 88.6	(11.6)
Other radio stations[2]	375.0	361.0	3.9
Total	$453.3	$449.6	0.8
Total Broadcast Expenses			
4 nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 72.4	$ 80.4	(10.0)
Other radio stations[2]	335.0	327.3	2.4
Total	$407.4	$407.7	(0.07)
Broadcast Income (before federal income tax)			
4 nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 5.9	$ 8.2	(28.0)
Other radio stations[2]	40.0	33.7	18.7
Total	$45.9	$41.9	9.5

[1] Includes the operations of 21 network owned stations in 1954 and 19 network owned stations in 1955.

[2] Includes 2,577 am, am-fm or independent fm stations in 1954 and 2,724 in 1955.

HOW FM STATIONS FARED

BROADCAST REVENUES, EXPENSES AND INCOME OF FREQUENCY MODULATION (FM) STATIONS

1954—1955

Item	1955 No. of Stations	1955 Amount (Millions)	1954 No. of Stations	1954 Amount (Millions)
		Total Fm Broadcast Revenues		
Fm Stations Operated by:				
Am licensees:				
Reporting no fm revenues	332	...	355	...
Reporting fm revenues	123	$0.9	130	$1.1
Non-am licensees	38	1.0	43	0.8
Total fm stations	493	1.9	528	1.9
		Total Fm Broadcast Expenses		
Fm Stations Operated by:				
Non-am licensees	38	$1.4	43	$1.4
Industry Total	...	[1]	...	[1]
		Fm Broadcast Income (before federal income tax)		
Fm Stations Operated by:				
Non-am licensees	38	(0.4)	43	(0.6)
Industry Total	...	[1]	...	[1]

( ) Denotes loss.

[1] In view of the difficulty in a joint am-fm operation in allocating fm operation expense separately from am station operation expense, licensees of such stations were not required to report fm station expense separately. As a result, fm industry totals for expense and income are not available. Am-fm licensees, however, were requested to report separately the revenues, if any, attributable to fm station operation if such data was readily available. In only a few instances did am-fm licensees state they were unable to segregate the fm revenues.

HOW MANY AMS ARE LOSING MONEY

NUMBER OF AM RADIO STATIONS CLASSIFIED BY YEAR LICENSED SHOWING THE NUMBER REPORTING AND THE NUMBER REPORTING A LOSS

1954—1955

Item	All Stations[1]	1941 and Prior Years[2]	1946-1951	1952	1953	1954	1955
			Year Licensed				
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
A. Total Stations Reporting in 1955	2,692	853	1,326	82	140	153	138
Number Reporting a Loss in 1955	741	227	335	22	38	41	78
Percent Loss in 1955	27.5	26.6	25.3	26.8	27.1	26.8	56.5
B. Total Stations Reporting in 1954	2,541	856	1,327	81	142	135	....
Number Reporting a Loss in 1954	780	234	393	26	47	80	....
Percent Loss in 1954	30.7	27.3	29.6	32.1	33.1	59.3	....

[1] Excludes 12 key stations of networks in 1955 and 13 such stations in 1954.
[2] 63 stations, licensed during the war years 1942-1945, are also included in this group.

FM STATIONS REPORTING LOSSES—1954-1955

31 of 38 fm stations operated by non-am licensees reported losses from operations during 1955 and 35 of 43 such stations reported losses from operations during 1954.

RADIO NETWORKS AND STATIONS

COMPARATIVE FINANCIAL DATA OF AM RADIO NETWORKS AND STATIONS

1954—1955

($ Thousands)

Item	Amount 1955	Percent of Increase (Decrease)
Number of networks	7[1]	
Number of stations	2,704[2]	
A. Revenues from the sale of time:		
1. Network time sales		
a. Nationwide networks	$60,268	(23.6)
b. Regional networks	3,197	(17.7)
c. Miscellaneous networks and stations	612	(30.8)
Total	64,077	(23.4)
2. Non-network time sales		
a. National and regional advertisers and sponsors	120,393	0.2
b. Local advertisers and sponsors	272,011	9.9
Total revenues from non-network time sales	392,404	6.7
Total revenues from time sales	456,481	1.2
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	45,568	(3.5)
Net revenues from time sales	410,913	1.7
B. Revenues from incidental broadcast activities:		
Talent	26,881	(11.9)
Sundry broadcast revenues	14,544	2.9
Total revenues from incidental broadcast activities	41,425	(7.3)
Total broadcast revenues	452,338	0.8
C. Total broadcast expenses of networks and stations	405,982	(0.1)
D. Broadcast income (or loss) before federal income tax	$46,356	9.2

[1] Includes three regional networks; the Yankee Network Inc., The Don Lee Broadcasting System and the Texas State Network Inc.
[2] 2,555 stations reported in 1954.

RADIO NETWORKS AND O&O'S

COMPARATIVE FINANCIAL DATA OF AM RADIO NATIONWIDE AND REGIONAL NETWORKS AND THEIR OWNED AND OPERATED STATIONS

1954—1955

($ Thousands)

Item	Amount 1955	Percent of Increase (Decrease)
Number of networks	7	
Number of stations	19[1]	
A. Revenues from the sale of time:		
1. Network time sales		
a. Nationwide networks	$47,914	(17.8)
b. Regional networks	911	(31.5)
c. Miscellaneous networks and stations	.....	.....
Total	48,825	(18.2)
2. Non-network time sales		
a. National and regional advertisers and sponsors	15,960	6.7
b. Local advertisers and sponsors	9,079	8.5
Total revenues from non-network time sales	25,039	7.3
Total revenues from time sales	73,864	(11.0)
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	13,300[2]	(16.1)
Net revenues from time sales	60,564	(9.8)
B. Revenues from incidental broadcast activities:		
Talent	13,732	(21.5)
Sundry broadcast revenues	4,029	1.5
Total revenues from incidental broadcast activities	17,761	(17.3)
Total broadcast revenues	78,325	(11.6)
C. Total broadcast expenses of networks and stations	72,417	(10.0)
D. Broadcast income (or loss) before federal income tax	$ 5,908	(27.5)

[1] Includes the operations of 21 network owned stations in 1954.
[2] Of this amount $9,069,831 is applicable to the total sale of network time.

ABC-TV ASKS BILLINGS SECRECY

- **Letter asks House subcommittee not to release data**
- **Says revelation of rate cuts will cause hardship**

ABC has asked the House Antitrust Subcommittee not to make public data on ABC-TV billings and discounts to advertisers in 1955 and 1956, it was revealed last week. ABC explained that in the past it had been at a competitive disadvantage with CBS-TV and NBC-TV and had found it necessary to sell time to advertisers at discounts in excess of those set forth in the ABC Rate Card.

ABC's request became known when the subcommittee staff entered into its public hearing record a letter, dated Dec. 21, from James A. Stabile, ABC vice president and general counsel, making the request. The letter was mailed to the subcommittee headed by Rep. Emanuel Celler (D-N. Y.) along with the requested information.

The House subcommittee had not indicated by last Thursday whether it will honor the ABC request.

Both CBS and NBC already have submitted similar information for their respective tv networks for the calendar year 1955 and the first six months of 1956 and the data have been entered in the subcommittee's public hearing record [B•T, Nov. 19, 12]. It was understood ABC earlier had informally requested the House group not to make its billings and discounts public for this period and that the Dec. 21 letter represented a formal request.

The information was requested from networks for these periods during the subcommittee's hearings in New York last September. Networks already have submitted detailed information on their affiliation contracts and their agreements with talent.

The ABC letter, addressed to Chairman Celler, follows:

"Dear Mr. Chairman:

"Several weeks ago, counsel for your Antitrust Subcommitttee requested a list of all advertisers who bought time on the ABC Television Network during 1955 and the first six months of 1956, together with the gross time sales, total discounts and rebates and total net time sales for each such advertiser during this period.

"In accordance with this request, I am enclosing a table setting forth this information.

"It will be noted from an examination of the enclosed table that, during the period covered, ABC had found it necessary to sell time periods to sponsors at discounts in excess of those set forth in ABC's Rate Card. Testimony given before several Congressional committees, including the hearing held by your subcommittee in New York, made reference to the competitive disadvantages which faced ABC in the past because of inability to obtain access on a basis equal to the other networks in many important tv markets. This shortage of station facilities hampered us in the past and made it impossible to obtain advertisers unless discounts in excess of the Rate Card were made available. Without such discounts, ABC could not have obtained revenue from a number of important time periods.

"I earnestly request that the Antitrust Subcommittee not make public the accompanying table of gross time sales, with discounts and rebates. It is my considered opinion that its publication would cause the ABC Television Network irreparable damage and put us at the same competitive disadvantage as we were in the past. It would impede the progress we are making in overcoming the handicaps we previously faced. I am sure that the principal concern of the House Antitrust Subcommittee is to foster and not impair competition.

"For the reasons herein stated, I sincerely hope the Subcommittee will find it possible to comply with this request.

"Sincerely yours,

"James A. Stabile"

ABC President Oliver Treyz said later in the week that to a major extent the special discounts and rebates beyond the ABC rate card, which existed in 1955 and during the first half of 1956, no longer exist. His statement:

"We would like to stress that the information which ABC, on Dec. 21, furnished the House Antitrust Subcommittee reflects *yesterday* far more than today.

"Since the time covered by the report, ABC has enhanced its competitive position in the markets where it has equal access to the viewing public.

"The final Trendex of 1956 (reflecting the competitive markets) finds ABC-TV, in the *evening*, in second position in that it leads in 11 Class A half-hours, versus seven for the third network.

"Unfortunately, however, ABC is still hampered by lack of equal access to presently channel-shy markets, such as Boston and St. Louis, and other restricted markets such as Birmingham, Louisville and New Orleans.

"ABC's strategic difficulty, referred to in the letter, can be solved only by government action which will broaden the number of competitive markets."

Non-Broadcast Services Use Practically All of Spectrum

IF there is any doubt that quite a bit of the spectrum is being used for non-broadcast services, FCC Chairman George C. McConnaughey's year-end statement should dispel it (also see story, page 66).

The whole first page of the Chairman's report emphasizes the "200 to 1" ratio of nonbroadcast transmitters to broadcast transmitters.

"Because broadcast can now be seen as well as heard in the home, it commands the popular interest," Mr. McConnaughey said. "Consequently, not many people realize that nonbroadcast operations dwarf radio and television services numerically."

He then goes on to list the number of stations in the various nonbroadcast areas—total is 360,000—comparing that number to the 4,500 broadcast stations.

In the broadcast field, Mr. McConnaughey called attention to the 3,125 standard broadcast authorizations, of which 3,005 are on the air. Fm, he said, has decreased to 554, with 529 operating. Commercial tv authorizations now total 631, he said—426 vhf and 205 uhf. On the air, he explained, are 472 stations—382 vhf and 90 uhf. There have been 21 translators authorized, he reported, and 46 non-commercial tv outlets (of which 23 are on the air).

Over 90% of the population is now within range of at least one tv station, the FCC chairman said: 76% can receive two or more tv stations, and 60% three or more tv signals.

Among the problems noted by the FCC chairman were: (1) making communications bands more effective by single sideband, split channel and over-the-horizon transmission; (2) interference; (3) tv deintermixture; (4) competition for frequencies—one out of every three applications must go to hearing: volume of pleadings revealing intensity of competition; court appeals also reveal competitive intensity; (5) court decision require

hearings on almost all grants made without hearing.

Mr. McConnaughey called for repeal of that part of the 1952 McFarland Act which prohibits the Commission from consulting with its staff. He also called attention to a workload "that had doubled and become more complex" whereas personnel remain numerically unchanged and overworked.

Burnett Asks for Ogden Ch. 9, KXGN Seeks Glendive Ch. 5

CONSTRUCTION PERMITS for vhf tv stations in Ogden, Utah, and Glendive, Mont., were requested in applications filed with the FCC last week.

Seeking ch. 9 Ogden is Jack A. Burnett, executive vice president, general manager and 25% owner of KULA-AM-TV Honolulu. Mr. Burnett formerly was sales manager of KUTA Salt Lake City, Utah, and KGVO Missoula, Mont. His Ogden tv proposal calls for 1.745 kw radiated power with antenna height of 668 ft. below average terrain (165 ft. above ground). Estimated costs: $71,811 for construction, $120,000 for first year operation.

KXGN Glendive (Lewis Moore, president) filed for ch. 5 there, proposing 4.62 kw radiated power with antenna height of minus 93 ft. above average terrain (125 ft. above ground). Estimated costs for the proposed Glendive tv outlet are $59,400 (construction) and $64,250 (first year operation). Mr. Moore, who owns 100% of KXGN, also owns a motion picture theatre in Glendive.

Hartselle, Ala., Grant Upheld

IN a *per curiam* decision handed down last week, a three-judge panel of the U. S. Court of Appeals upheld FCC action of last January which granted a new am outlet in Hartselle, Ala. (now WHRT), and denied a request by WERD Atlanta, Ga., to increase power on the same frequency as the Hartselle grant (860 kc). The FCC maintained that the new grant was in the public interest in that it brought a first station to a community. The court found that the record supported the Commission's action. The decision was issued by the judges who had heard the appeal argued only a few weeks ago [AT DEADLINE, Dec. 10]—Henry W. Edgerton, Charles A. Danaher and Walter M. Bastian.

WHLS

MICHIGAN'S POWERFUL

250 WATTER

. . . WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.

4 FULL TIME NEWSMEN

PORT HURON'S COMMUNITY STATION

Represented Nationally by Gill-Perna

For Detroit — Michigan Spot Sales

Insurance Trade Associations Challenge FTC Ad Regulation

THE insurance industry last week went to court to challenge the Federal Trade Commission's ruling that it has authority to regulate interstate advertising by health and accident insurance companies.

A brief disputing the FTC's claim of jurisdiction over this type of advertising has been filed by two insurance trade associations in behalf of American Hospital & Life Insurance Co., San Antonio, one of more than 40 companies charged by the FTC with false advertising of health and accident insurance [B•T, Nov. 22, 1954].

In the case of American Hospital & Life Insurance Co., an FTC hearing examiner held that his agency had no jurisdiction over the company's advertising but last April the FTC reversed the examiner 3 to 2. Involved is an interpretation of the 1944 McCarran Act which provides that the FTC Act shall apply to insurance companies "to the extent that such business is not regulated by state law."

The insurance brief, filed by the American Life Convention and the Life Insurance Assn. of America, contends that the insurance business is exempt from FTC regulation, that the FTC claim to jurisdiction "flies in the face of the congressional intent as disclosed by the legislative history of the [McCarran] act."

Initial Decision Recommends Increase in Power for WKMF

RECOMMENDATION that the FCC authorize WKMF Flint, Mich., to increase its daytime power on 1470 kc from 1 kw to 5 kw, retaining 1 kw at night, was contained in an initial decision last week. The application has been in hearing because of probable interference to WKLZ Kalamazoo, Mich., and WOHO Toledo, Ohio, and because of the possibility of overlap between commonly owned stations, WKMF and WSAM Saginaw, Mich.

Hearing Examiner Hugh B. Hutchison, noting a Broadcast Bureau recommendation against the grant because of interference to other stations, nevertheless found the need for stronger service in the Flint area greater than losses to be suffered by WKLZ and WOHO. He held that no violation of overlap rules would occur because the stations would not provide primary service to the others' cities, and the cities involved are separate communities.

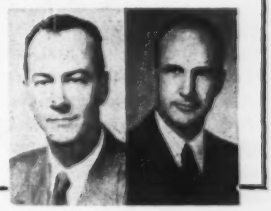
Mrs. Hobby May Succeed Daniel in U. S. Senate

MRS. OVETA CULP HOBBY, who with her husband former Texas Gov. W. P. Hobby publishes the *Houston Post* (KPRC-AM-FM-TV Houston), was reported last week to be slated to succeed Sen. Price Daniel (D-Tex.) in the Senate when Sen. Daniel becomes governor next month.

A vacancy will be created at 12:01 a.m. Jan. 15 when Sen. Daniel's resignation becomes effective. A member of the Senate Commerce Committee, he was elected governor Nov. 6. Reports are that present Gov. Allan Shivers, in one of his last acts as gov-

COMMUNITY COMMUNICATIONS CENTER!

by John Pepper and Bert Ferguson



Have you ever thought of a radio station as a communications center, around which revolves all social, religious, economical, welfare, and civic activities of an entire community? Well, WDIA is that center, from which emanates the centrifugal force that motivates 43% of the population of the Memphis area—which is Negro!

Built on Service

The establishment of WDIA as a communications center was possible through one—and only one—fundamental: Service! WDIA serves Memphis Negroes individually and en masse. The stars and staff of our gospel programs announce choir practice, raise building funds for new structures, and aggregate large audiences for church socials. In affairs of a strictly social nature, WDIA publicizes their parties, club meetings, receptions—and promotes charity events, from sorority dances to chitterling suppers.

Humor to Pathos

Most Negroes are simple, direct, and personal, in their reactions. That's why they turn to WDIA as the answer to individual problems. For instance, WDIA's Lost-And-Found Department makes hundreds of announcements, weekly, for the return of articles, ranging from billfolds and teeth to red mules and blue tick hounds . . . yes, and children, too! There was the three year old boy, who wandered from his home on Beale Street—to be located by WDIA listeners. And the fifteen year old girl, who ran away from Manassas High School—only to receive a firm lecture from a WDIA star, along with a plea to rejoin her family. This personalized service may extend to contacting relatives for a funeral—or securing blood donors to save a life. Whatever the need, individual or collective, WDIA meets it!

Economic Force

You can understand why Memphis Area Negroes react to WDIA with overwhelming acceptance—why they consider WDIA their station—why they, annually, buy a quarter of a billion dollars worth of products recommended by WDIA Stars. These include:

Pet Milk . . . Crisco . . . Maxwell House Coffee . . . Wonder Bread . . . Ford . . . Tide . . . Blue Plate Foods . . . Sal Hepatica

WDIA can sell your brands in fabulous volume to this specialized market. Drop a note, on your letterhead, for specific information . . . and for a bound copy of, "The Story of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

JOHN PEPPER, President

BERT FERGUSON, General Manager

HAROLD F. WALKER, Commercial Manager

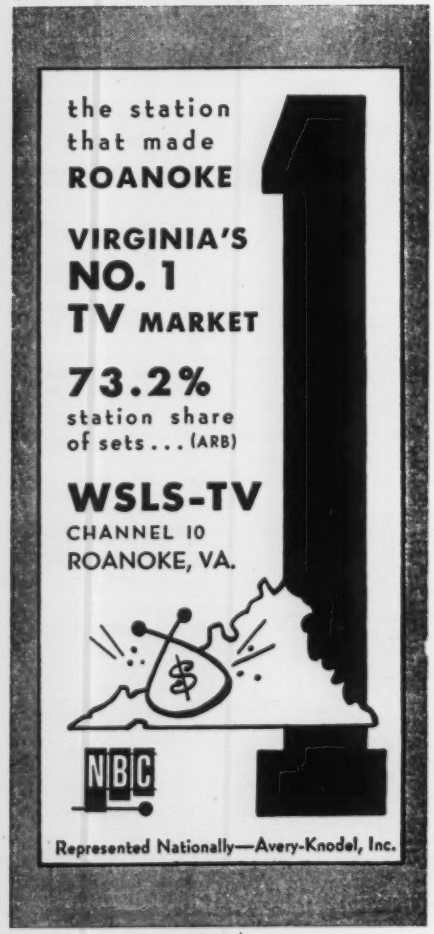
ernor, will appoint Mrs. Hobby to the Senate to serve until a special election is held in the spring.

Mrs. Hobby served in the first Eisenhower Administration as the first Secretary of Health, Education & Welfare, resigning in 1955 [B•T, July 18, 1955]. During World War II she was the first commander of the Women's Army Corp.

Gov. Shivers supported President Eisenhower in 1952 and 1956 and Sen. Daniel supported the President in 1952, although both are Democrats. There had been talk that a Shivers appointee might vote with Republicans to organize the Senate, but the Senate organization will take place before Jan. 15, giving Democrats a majority vote.

WGMS Reports Billings to FCC

WGMS Washington expects to show gross billings of $109,000 for the November-March period, the station has informed the FCC. The WGMS information was in response to an FCC request for an explanation of the station's lease arrangement of equipment with RKO Teleradio Pictures Inc. The Washington station, bought by RKO for $400,000 last summer, was ordered returned to its original owners pending the outcome of a hearing on a protest by minority stockholder Lawrence M. C. Smith. WGMS told the Commission that its lease contract with RKO runs out in March, and therefore, it pointed out, RKO will not realize more than $4,000 in rent. The rental of equipment is based on a percentage of gross.



TvB Asks MAB to Set Record Straight on Ads

TELEVISION Bureau of Advertising called on a competitor last week to set the record straight on national advertisers' expenditures in television by including the now-available figures on spot tv along with network totals.

TvB President Norman E. Cash sent a letter to the editor of the Magazine Advertising Bureau's *MAB Briefs* calling attention to that publication's listing of dollar expenditures in the various media.

"We note the understandable absence of spot television—'understandable' in that the measurement of this area of television did not commence until the final quarter of 1955," Mr. Cash wrote. "However, with spot television now a measured medium . . . it would be in keeping with accurate and total reporting if this phase of national advertiser spending appeared in future *MAB Briefs*."

He pointed out that in the first nine months of 1956, spot tv expenditures came to $289,656,000 while network expenditures were $353,961,000, making a national tv total of $643,617,000. By comparison, he noted, during the same period national magazine expenditures totaled $518,600,000. Both tv and magazine figures are based on one-time gross rates for time and space alone.

"It is also significant," Mr. Cash concluded, "that in spot tv, just during the third quarter, there were over 2,500 advertisers."

NCAA Again Facing Question Of Limited Football Telecasts

PLANNING for the seventh consecutive year of controlled football telecasts will be a major item of business before and during the 51st annual convention of the National Collegiate Athletic Assn. in St. Louis Jan. 9-11.

The 1956 NCAA television committee, headed by Howard Grubbs, Southwest Conference, will report at roundtable sessions and during business part of the convention on effectiveness of this fall's national regional plan. Included will be "certain conclusions and recommendations" looking toward a 1957 program. It's anticipated that NCAA will again call for some form of controls next season.

A special NCAA basketball television committee, under Reaves E. Peters, Big Seven Conference executive secretary, also will present its report on the 1956-57 season.

The Big 10's proposal for relaxing NCAA tv football controls in 1957 will be presented to the conference's television committee for general review in advance of the association's annual convention.

The committee will present a definite recommendation that the NCAA limit the number of appearances to three that any member school may make on tv, whether national, regional or local [AT DEADLINE, Dec. 10].

Schools would be free to negotiate their own television rights within their own conference under the plan. Big 10 athletic directors and faculty representatives have approved the proposal in principle. It will be offered as a resolution on the NCAA convention floor by Douglas Mills of the U. of Illinois and a representative on the NCAA television committee.

TvB Publishes Newspaper Data For Use by Member Tv Stations

TOTAL daily newspaper circulation since 1950—when tv became major competition—has increased at less than one-half the rate of U. S. households, whereas it gained at twice the rate of households during World War II and at the same rate as households in the postwar period.

This data is pointed up in a new brochure, *Numbers About Newspapers*, released last week by Television Bureau of Advertising. The booklet also asserts: "During the war period, the average daily newspaper line rate increased only *one-third* the rate of circulation increase. During the postwar period, newspaper costs went up *two and one-half times* faster than circulation. During the period of television competition, since 1950, daily newspaper line rates have increased *over five times* faster than circulation."

The brochure also offers data on number of newspapers, newspaper cost-per-thousand circulation by city size, states in which circulation has declined since 1950, state-by-state newspaper cost-per-thousand, suburban circulation, etc—with suggestions on how this information may be used by television stations in their local communities.

NARTB Reappoints Harold See

HAROLD P. SEE, KRON-TV San Francisco, has been reappointed chairman of the NARTB Tv Film Committee, with the first meeting set Jan. 18 in New York. Standards of film quality for station reproduction will be discussed. Other committee members named were Elizabeth Bain, WGN-TV Chicago; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Gordon Gray, WOR-TV New York; Elaine Phillips, WSPD-TV Toledo, Ohio; Kenneth I. Tredwell, WBTV (TV) Charlotte, N. C.; Raymond Welpott, WRGB (TV) Schenectady, N. Y.

MR. SEE

Sweeney Outlines Successes Of RAB in Year-End Report

SPECIFIC examples of "increased productivity" by Radio Advertising Bureau in various phases of activity during 1956 were cited by Kevin Sweeney, RAB president, in a yearend review of bureau accomplishments.

"Since January," he said, "our account executives have made 4,712 presentations to key advertiser and agency personnel on the national level and 350 additional presentations to important regional advertisers during RAB's seven regional sales 'blitzes.' Additionally, 1,029 agency and advertiser requests for media information as well as for specific radio proposals have been processed by our sales and research departments."

Mr. Sweeney reported some 50 research projects initiated by the organization during the year, about 600 requests to the bureau each month from members and almost 200 separate sales tools sent to local and national members during the year. He singled out the following sales tools as perhaps the "most acclaimed" during the year: "dealer co-op data," "a guide to the readership of newspaper advertisements," "listeners on wheels," "new audience patterns" and "supermarket mailing."

By the end of this year, Mr. Sweeney said, RAB will have conducted 94 sales clinics for 1,700 local station time salesmen. He added that RAB in 1956 launched its annual regional management conferences, during which 260 station managers and sales managers heard RAB's solutions to 125 problems in management, sales and promotion. Other activities of RAB during the year: The annual National Radio Advertising Clinic and co-sponsorship of the country's first National Radio Week.

Harrison Heads Agency League

LESTER HARRISON, president of Lester Harrison Inc., New York, last week was elected president of the League of Advertising Agencies Inc. The league, which is an association composed largely of medium-sized agencies, maintains offices at 220 W. 42d St., New York 36.

Among the 1956 officers who were re-elected are Julian Ross, executive secretary; Ben M. Reiss and Larry Schwartz, vice presidents; Nat Roth, treasurer; Louis N. Field and Morton J. Simon, legal counsel; Lucius H. Coleman, fiscal advisor, and Bosh Stack, public relations counsel. Philip I. Ross also was elected vice president for the coming year.

Howe Heads News Analysts

ABC news commentator Quincy Howe last week was elected president of the Assn. of Radio News Analysts, New York, succeeding ABC's John MacVane. Other 1957 officers elected: NBC news' W. W. Chaplin and Joseph C. Harsch, vice presidents; CBS news' Larry LeSeuer, secretary, and Caesar Saerchinger, former CBS news' London correspondent and now head of a musical talent booking office, treasurer. The executive committee includes Mr. MacVane and NBC's Chet Huntley.

AFTRA Strikes KYA, Second Area Walkout

KYA San Francisco last Wednesday became the second of four Bay Area independent stations to be struck by AFTRA following a breakdown in bargaining efforts. KSFO was struck the previous week [B•T, Dec. 24]. With KROW and KLX Oakland, the four independents are bargaining jointly with AFTRA, Attorney Lawrence P. Corbett handling their negotiations.

The AFTRA strike at KYA started Wednesday at 5 p.m., shortly after the station had released two announcers in a staff reorganization. The announcers were John Bowles and Dave Dorris, it was stated.

Both KYA and KSFO have gone on 24-hour operation. They continued without interruption despite the AFTRA strikes. KYA started on a 24-hour basis Dec. 21, taping its night operation. The station uses two Seeburg recording machines, each holding 100 45 rpm records. This equipment had been in use for a number of weeks. KYA administrative officials are keeping the station in operation. Irving Phillips, manager, said some of the KYA salesmen have restricted FCC permits.

KSFO went on 24-hour operation Christmas Eve, several days after the AFTRA strike. Mr. Corbett said the station is operating smoothly and provides a proving ground for RCA automatic equipment.

Bruce Poyer, executive secretary of AFTRA in San Francisco, told B•T no bargaining sessions were held Christmas week. He added that both sides appear willing to resume negotiations and intimated the two Oakland stations may be struck.

NLRB Certifies Two Elections

RESULTS of two elections of employes at tv stations were certified last week by National Labor Relations Board. At KOTV (TV) Tulsa, the board found six votes were cast for Local 584, IBEW, and 29 against. Engineers, art continuity, cameramen-floormen, announcers and film makeup technicians were included. At WCCO-TV Minneapolis, all three valid votes were cast for IATSE by news film employes.

PERSONNEL RELATIONS PEOPLE

Leith Stevens elected president of Composers & Lyricists Guild of America for 1957. Others named included **Winston Sharples, Walter Schumann** and **David Terry,** vice presidents; **Jerry Livingston,** secretary-treasurer, and **Ben Ludlow,** assistant secretary-treasurer.

PERSONNEL RELATIONS SHORT

CHUM Toronto has been removed from unfair list of Local 1050 and from international defaulters list following settlement of disagreement between former owners of station and Musician's Assn. by union and new owner, Allan F. Waters.

January 1, 1957

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RCA'S '56 VOLUME OVER A BILLION; COLOR LOSS NEAR $6.9 MILLION

- **Gen. Sarnoff issues report on progress during year**
- **Profits before taxes to be around $80 million**
- **Anti-color sentiment prompts release of color figures**

BARING details of RCA color television receiver and equipment sales for the first time [CLOSED CIRCUIT, Dec. 24], Brig. Gen. David Sarnoff, board chairman, revealed last week that RCA's net loss on color in 1956 came to approximately $6.9 million, but forecast "modest" profits on color sets and color tubes during the second half of 1957 and "substantial" profits in all branches of color tv after that.

He reported that RCA has sold and delivered 102,000 21-inch color sets to date, and said the factory billing price of color sets, color picture tubes, color components and equipment during the same period—since the fall of 1955—amounted to approximately $58 million.

The details were given in a yearend statement, titled "Progress in 1956—Prospects For '57," which also reported that for the second time in its history RCA's business volume in 1956 exceeded the billion-dollar mark. He said that while final figures are not available, the current year's volume is estimated at about $1,125,000,000, a gain of about 6% over 1955's first excursion above the billion-dollar level.

Gen. Sarnoff estimated profit before income taxes would come to around $80 million; net profit after taxes to about $40 million. After preferred dividends, this is equal to approximately $2.60 per common share as against $3.16 in 1955, he said, attributing the decrease mainly to higher costs of labor and materials and lower prices at which black-and-white tv sets and tubes were sold in a highly competitive market.

Gen. Sarnoff gave no figures on NBC finances, but said that "measured by the quality of its programs and financial results, NBC made its 30th year [1956] the greatest year in its history." He noted that eight national political campaigns have been broadcast by NBC Radio while five have been on tv, and said the second inauguration of President Eisenhower on Jan. 20 "will be broadcast on a world-wide basis."

After reviewing RCA research achievements and its developments for the military forces as well as for industry and home use, Gen. Sarnoff made a more detailed appraisal of color tv, reiterating that "the future of television is in color."

He struck out at those who not only let others do the pioneering but "even try to impede the progress of the pioneer," but said that "for RCA, which has pioneered in worldwide radio communications, in radio broadcasting, in black-and-white television, in electronics and compatible color, such man-made roadblocks do not represent a new experience!"

Recalling that at least one company originally labeled television economically "unsound" but asserting it is now "on the bandwagon," Gen. Sarnoff said "history often repeats itself, and I suspect that the same pattern will emerge in color tv as did in black-and-white tv."

Some people are claiming that color will not become profitable for "years," he said, and some have contended "that in its efforts to establish and promote color television as a new and regular service to the public, RCA has, this year, poured untold millions of dollars into this undertaking."

It was partially in order to answer such "irresponsible statements" that he released RCA color figures. He said:

"Although it is unusual for a private corporation engaged in a highly competitive enterprise to disclose figures relating to a new segment of its business, I feel, nevertheless, that the interests of RCA stockholders, and the industry generally, would be constructively served if the record of the actual facts of the situation were made public. Accordingly, here is the record, and here are the facts.

RCA introduced, for the first time, simplified large-screen 21-inch compatible color tv receivers for the fall of 1955. During the remaining few months of that year, a small quantity of these sets was produced and sold; the major portion was sold in 1956. To date we have sold and delivered 102,000 of these 21-inch color sets. During this period we also sold and delivered color picture tubes, color components and equipment. The total factory billing price of all these color sales amounted to approximately $58 million.

"After accounting for this year's costs of color developments and improvements, the extra costs of training personnel, of advertising and promotion campaigns involved in launching a new product and service, and the costs of providing color programs on the air, the net loss (after federal taxes) of all RCA color activities for 1956 amounted to approximately $6,900,000. This is certainly a reasonable expenditure to lay the foundation for a business that promises substantial profits in the near future.

"Such 'starting up' expenditures are inescapable for anyone who would pioneer and lead the way in a new field. The first year's efforts to tool up and mass produce automobiles, or black-and-white television sets, and bring them to the market also entailed losses. But the subsequent years produced handsome profits that more than made up for the earlier losses. Moreover, a position of leadership was established in the industry for the organization that pioneered.

"In color television, as in black-and-white, there was the additional requirement to provide programs on the air before sales of receiving sets could be made, and the need to build up a reasonable circulation before advertising sponsors could be attracted to the new medium.

In '57: Greater Color Gains

"As we enter 1957, the question is—what will the new year bring? I believe that it will bring increased color television—more color programs will be broadcast and more people will buy color sets for their homes. Also, color television will expand in many fields of usefulness in addition to broadcasting; for example, medical, industrial and educational tv as well as for closed-circuit theatre-tv, sales presentations, and inter-department store shopping.

"The year 1957 will witness acceleration on all fronts of color tv as a new dimension in entertainment, education, news and sports, as well as advertising and merchandising. And because of the progress we achieved in 1956, it seems reasonable to expect that some other manufacturers will follow us and enter the color tv field before long. Competition in color programs and in sales of color sets will stimulate sponsorship and accelerate growth of the industry.

"RCA's goal for color television in 1957 is to produce and sell 250,000 color sets, to double the number of color programs on the air, to attract sponsors to the new and productive medium, and to encourage others in the industry to enter the field.

"Barring the unforseen circumstances, we expect on this volume to earn, during the second half of 1957, a modest profit on the

THE LEONARD STATION WCKY CINCINNATI OHIO

In Cincinnati—
Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE LEONARD STATION WCKY CINCINNATI OHIO

color sets and color tubes we sell. Thereafter, profits from operations in all branches of color tv should be substantial.

"RCA is firmly convinced that color television will provide a greater and more interesting service to the public, a profitable business for broadcasters, manufacturers, distributors and dealers, and a rewarding medium for advertisers. The future of television is in color."

In other areas of RCA activity, Gen. Sarnoff recounted the Oct. 1 demonstrations of a magnetic tape recorder for both color and black-and-white; a home "hear-and-see" magnetic tape player; electronic air contitioning, and an electronic amplifier of light. He recapitulated highlights of RCA work on defense projects and cited new products "for home and industry," including RCA weather radar, transistor activity, electronic computers, work on stereophonic sound, and activities of the RCA Victor Record Div. (which "achieved a new sales peak in 1956") and RCA Communications.

RCA's Outlay in '56

RCA expenditures on improvements and expansions of facilities in 1956, he said, totaled almost $60 million. The company's employes number 83,000.

Summing up RCA's objectives, he said:

"RCA is engaged in the fullest possible development of electronics as a science, art and industry. We are dedicated to continued pioneering and research, and to the engineering and production of instruments and systems of quality, dependability and usefulness. RCA strives to contribute in every possible way to the national security of the United States, to the progress of industry generally, to the advance and improvement of services to the public, and to the pre-eminence of this country in international communications.

"There is the most vigorous competition in all fields of the corporation's activities and this is a healthy sign of the promise of the art and industry in which we are engaged. RCA's objective is to meet the competition successfully, to earn a reasonable return on its investment, to safeguard the interest of its employes and stockholders and to fulfill its responsibilities to the nation and the public."

"I find that listening to KRIZ Phoenix develops my savoir faire."

$400 Million Tube Volume in '57—Davis

RECEIVING tube industry volume should hit the $400 million mark in 1957, with commercial receiving tubes accounting for about $300 million and industrial and military types about $100 million, L. Berkley Davis, general manager of the Electronic Components Div., General Electric Co., reported last week in a preview of the electronics field for 1957.

Mr. Davis also predicted a 10% increase in the power tube market in 1957, rising to a 100% gain during the next years. He cited as reasons for this growth such factors as increased automation and plant expansion, industrial television developments and the need for higher power in defense systems.

About 14 million tv picture tubes will be produced in 1957, according to Mr. Davis, of which 6.8 million will be replacement. He said picture tubes will be shallower and of lighter weight, made possible by the development of the 110 degree deflection technique.

Touching upon transistors, Mr. Davis estimated semiconductor sales will more than double their 1956 volume of $32 million, reaching a total of between $65 and $70 million in 1957. He foresaw the largest growth in transistors for use in computers and added that the use of semiconductors in tv will begin in 1957 with special germanium rectifiers of increased power-handling capability.

Public's Faith in Brand Names Aided Sales Records—Folsom

AMERICAN public's confidence in brand name products and in advertising contributed to make 1956 a business year in which sales volume for the electronic industry as a whole established an all-time record of more than $11.3 billion, Frank M. Folsom, RCA president, reported Friday in a yearend statement.

Mr. Folsom credited the upswing in sales in the electronics field in 1956 largely to the consumer's insistence on "well known brands, distinguished for quality, dependability and service." He expressed the view that in 1957, sales at the dealers' level would continue to reflect the public's faith in brand name merchandise, and predicted that the electronics field outlook in 1957 will be "favorable," providing that the U. S. does not become involved in war.

Color television, according to Mr. Folsom, is "taking hold," and is capturing the interest of the public, dealers, competitive manufacturers, broadcasters and sponsors. He said that color television set sales are "on the increase in many of our markets" (also see Gen. Sarnoff's statement, adjacent page).

Mr. Folsom reported RCA Victor's record sales for 1956 increased "sharply" over 1955, with gains recorded in "every classification of music."

Sales and profits of radios, Victrola phonographs and tape recorders made "a marked gain" in 1956, Mr. Folsom also said.

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DOETH
THE JOB FOR
WSAU-TV-7

OUR VIEWERS ARE NOT DRAG'IN WHEN IT COMES TO SALES.

TOTAL RETAIL SALES	$567,064,000
FOOD	$121,157,000
DRUGS	$12,248,000
GROSS FARM INCOME	$207,408,000
POPULATION	556,700

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Speech-Theatre Conference Discusses Various Tv Phases

TELEVISION was discussed from viewpoints of color, code, educational and theatre activities at a joint speech and theatre conference in Chicago this past weekend, with key industry executives as participants.

The conference was conducted at the Conrad Hilton Hotel under co-sponsorship of the American Educational Theatre Assn. and Speech Assn. of America. Approximately 2,000 delegates were in attendance.

The effectiveness of self-regulation by broadcasters was debated Friday morning. Participants were Edward H. Bronson, NARTB director of television code affairs; Gordon Davis, general manager, KYW Cleveland, and Stockton Helffrich, NBC continuity department.

Television's meaning for today's theatre was scheduled for exploration Saturday morning by Albert McCleery, producer of NBC-TV's *Matinee Theatre*.

Dr. Forrest L. Whan, Kansas State U. and author of a series of tv surveys, was participant in a Thursday session on radio-tv fundamentals in school courses.

Color tv was discussed Friday by a panel consisting of Howard Coleman, NBC Chicago; George Heinemann, WRCA-TV New York; Elmer Nichols, RCA Chicago, and Betty Ross West, WNBQ (TV) Chicago. They commented on color television preparations, special problems in station operation, relation to education tv, and status of the development. A Sunday debate on tv as an art form for educational theatre and as an audio-visual aid was to include Alan Wallace, vice president in charge of radio-tv programming, Needham, Louis & Brorby Inc.; James V. Parke, production supervisor, KETC (TV) St. Louis (educational station), and Delbert Mann, tv-motion picture director.

Midwestern Acquires Magnecord, Drops Plan for Shift to Tulsa

ACQUISITION of Magnecord Inc. (magnetic tape, instrumentation recorders), Chicago, by Midwestern Instruments Inc., Tulsa, Okla., was announced Dec. 21, along with a reversal of plans to move the former company to the southwestern state.

Transaction calls for distribution of one share of Midwestern stock for each four outstanding shares of Magnecord. Purchase price of the merger was not reported. Midwestern officials expressed hope of doubling Magnecord's gross sales by the end of 1957.

Original plan of Midwestern, according to Board Chairman M. E. Morrow, was to transfer the Chicago electronics firm to Tulsa and integrate it with operations there.

The decision was reversed, Mr. Morrow revealed, after survey findings that Chicago is closer to needed supplies and technical personnel. Additional equipment will be purchased for the Chicago plant and a personnel training program will be launched.

Muntz Converting to Color, Plans $299 Tint Set in Spring

MUNTZ Tv Inc., Chicago, expects to convert from monochrome to color production by next spring and unveil a new tint model for $299, the firm said Wednesday.

Muntz introduced the first of its 21-inch color sets early this month and will swing over from black-and-white at a pace dictated by monochrome sales the next few months. Company is selling a 21-inch console model for $399 and will produce a table set for at least $100 less. All models incorporate the RCA picture tube.

Muntz presently markets its sets in about 10 midwest markets and allocates no factory money for advertising. Some 100 dealers are buying time and space on a non-co-op basis. Radio reportedly receives 20%-25%.

Muntz is generally credited with a comeback in the set industry following bankruptcy proceedings months ago.

GE Cutting Transistor Prices

IN A MOVE attributed to "booming sales and production," General Electric Co. tomorrow (Tuesday) is announcing its first transistor price reduction for 1957. GE is cutting prices of 15 transistor models employed in radio and tv sets from 9% to 17%. Also planned is a 20-33% price cut of such varied items as silicon rectifiers and standard stacked germanium rectifiers. The transistor price cut will bring the average price of GE's line of "entertainment" transistors down to $1.25 each, or 46% lower than a year ago.

Minnesota Mining Sales Rise, Company to Step Up Research

MINNESOTA MINING & MFG. Co., St. Paul, will set aside "heavy expenditures" for research and plant-equipment needs in 1957, the company reported in a yearend statement.

Herbert P. Buetow, president of 3M (magnetic tape, other products), estimated 1956 sales would total about $325 million compared with $281 million last year. The firm anticipates boosting outlays for research and product development from $12 million to $15 million in 1957. Capital expenditures the past year totaled about $25 million and the same amount tentatively will be spent on new plants and equipment in 1957, it was explained.

3M reported an overall 15% sales increase ($43 million) for 1956, due partly to broadening of its overall product line, according to Louis F. Weyand, executive vice president and sales director. Among acquisitions the past year were the video tape research products previously conducted by the electronics division of Bing Crosby Enterprises, transferred to 3M's newly-established Mincom Div.

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipments of color camera equipment: Two (one live and one film) to KCMO-TV Kansas City and two live to WGAL-TV Lancaster, Pa., and shipment of 5 kw transmitter to KGEZ-TV Kalispell, Mont. Firm also reports manufacturing of "Stylist" and as "Wayfarer" portable tv models in dual colors, as well as solid colors. RCA reports purchase of 40 auditorium-size compatible color tv projection systems by Closedcircuit Telecasting System Inc., N. Y.

General Electric Co. reports shipment of 10 kw transmitter to WHEN-TV Syracuse, N. Y. for use until station's 50 kw transmitter is shipped in January.

Sylvania Electric Products Inc. last week announced that it will offer complete correspondence course on color tv to independent radio-tv servicemen in order to help boost their income potential on calls. Course, consisting of 14 lessons, covers all phases of color tv set servicing, and will have attached examination sheet for each lesson. Course will be made available to dealers through purchase of tv set tubes from Sylvania distributors.

Unitronics Corp., L. I., N. Y., has declared five percent stock dividend and five cents per share year-end cash dividend, payable to common stock stockholders of record at close of business Jan. 18. Unitronics Corp. consists of Olympic Radio & Tv, David Bogen Co. and Presto Recording Corp.

Olympic Radio & Tv (affiliate of Unitronics Corp.) has added 17-inch portable tv set to its product line which features "hide-a-way" antenna and reportedly will retail at suggested list price of $139.95.

Stephens Tru-Sonic Inc., Culver City, Calif., will market new wireless microphone system described as miniature fm transmitter which

This popular station covers TULSA and ALL OKLAHOMA!...

ASK YOUR BLAIR MAN ABOUT.....
★ COVERAGE ★ RATINGS
★ PERSONALITIES ★ and RATES

KRMG

50,000 WATTS | 740 KC in
TULSA | OKLAHOMA

THE GREAT INDEPENDENT
OF THE SOUTHWEST!

NTA's Rapid Expansion Cited in 1956 Report

THE FORMATION of the NTA Film Network, the acquisition of the 20th Century-Fox feature film library and a steady sales growth highlighted a yearend report of National Telefilm Assoc., New York, released by Ely Landau, president.

NTA operates the NTA Film Network as a subsidiary. It began operations on Oct. 15 with 108 affiliated stations, providing them with one and one-half hours of feature programming a week with plans to expand programming this year. At year's end the network had not obtained a group of national advertisers but officials were "optimistic" about prospects in 1957.

During 1956 NTA was highly active in "product procurement," according to Mr. Landau. Undoubtedly its most significant product transaction was with 20th Century-Fox, initially obtaining tv rights to 52 features and later to 390 Fox features for an estimated $30 million. The affinity between NTA and 20th Century-Fox was evident in other areas: Fox acquired a 50% interest in the NTA Film Network last fall and the companies also entered into an arrangement whereby Fox's tv subsidiary, TCF-TV, will produce pilots of four half-hour tv film series in 1957 for distribution by NTA. During the year, NTA also contracted with Desilu Productions for a new series, *Sheriff of Cochise*, which was sold in more than 140 markets at year's end. Late this year NTA expanded its relationship with Desilu, entering into an agreement whereby the latter company will produce not less than six new film series for NTA in 1957.

Mr. Landau also reported an upsurge in sales at NTA during 1956. He pointed out that in the fiscal year ended last July 31, exhibition contracts written amounted to $5,793,975 as against $2,386,915 in the 1955 fiscal year and net income for 1956 was $441,877, compared with a 1955 loss.

Ziv Tv Sales Up 46%, 89% Increase Overseas

YEAREND statement released last week by Ziv Television Programs, New York, revealed that gross dollar volume sales in 1956 increased by 46% over 1955, with gains registered in network, syndicated and re-run sales. Overseas business increased 89%.

During 1956, Ziv Tv placed into effect an $8 million production schedule, according to John L. Sinn, president, with six half-hour tv series in active production for network or syndication during the year. They were *Man Called X*, *Men of Annapolis*, *West Point*, *Highway Patrol*, *Dr. Christian* and *Science Fiction Theatre*.

The total number of clients increased 27% to a high of 2,883, Mr. Sinn reported.

During the year, he added, Ziv Tv entered network activity, with *West Point* on CBS-TV under the sponsorship of General Foods through Benton & Bowles, New York.

A 1957 production program amounting to about $12.5 million has been set for 1957, Mr. Sinn revealed, with 10 pilot films in the planning stage.

Griffith B. Wren Films Organized in Minneapolis

FORMATION of Griffith B. Wren Films Inc., Minneapolis, has been announced by President Griffith B. Wren. The firm, specializing in films for tv, industry, religion and education, will occupy the fifth floor of the Times Bldg., which now is being remodeled for mid-January occupancy.

Bill Wigginton, formerly with WTCN-TV (now WCCO-TV) Minneapolis and KELO-AM-TV Sioux Falls, S. D., is operations manager of Wren Films. In announcing the new firm, Mr. Wren, a Twin-Cities tv cameraman, said that Wren Films will provide every facility for black-and-white, color, sound and silent films and complete animation processes.

FILM PRODUCTION

Bel-Air Productions, Hollywood, motion picture producer, has formed tv subsidiary, Courageous Films, and will film multiple pilots early next year for two new tv series to be made in color. New series are *Pioneer Trails* written by Gerald Daryson Adams and based on U. S. historical landmarks, and *Fort Courageous*, concerning commanding officer and his men in post-Civil War era.

Dynamic Films Inc., N. Y., is producing series of six half-hour films, *Medicine and the Law*, in cooperation with American Medical Assn. and American Bar Assn. for distribution to television stations and other outlets.

25 Clients Buy Commercial Tv In Bavarian Radio's First Month

BAVARIAN RADIO, Munich, West Germany, registered a total of 108 tv commercials or 111 minutes, 50 seconds of commercial time during its first month of such activity.

Bavarian Radio is the first out of the existing German broadcasting organizations that has set aside a small (30 minutes) portion of its daily schedule for advertising.

A total of 25 advertisers bought time during the first month of Bavarian going commercial. There are yet no sponsored programs available but only very small spots for single commercials. Advertisers represented a wide variety of goods as food and food products, soap and cleansers, toiletries and toilet goods, electrical appliances, watches and textiles.

INTERNATIONAL PEOPLE

Dr. G. Douglas Steel, of York, P.E.I., and **Kenneth G. Montgomery,** Edmonton, Alta., re-appointed to board of governors, Canadian Broadcasting Corp. for three-year terms.

Pat Freeman, general manager, Canadian Assn. of Advertising Agencies, Toronto, Ont., to Foote, Cone & Belding Canada Ltd., same city, as vice president-general manager.

William A. Potts named manager of Toronto office, Harold F. Standfield Ltd.

Media Buyer Sold on Audit Bureau of Circulations

FRANK COULTER, JR.
Associate Director Media Relations,
Young & Rubicam, Inc.
New York, New York

"I've always felt that a paid circulation magazine must be a little more responsive in its editorial policy to the needs of its readers. By paying for his subscription, the reader voluntarily puts his name on the subscription list.
He can just as easily knock off his name if he does not feel that the magazine is doing a conscientious editorial job.
Since ABC audits only paid circulation, by and large, this becomes an important measure of reader response".

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest *paid* circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

is slightly smaller than package of cigarettes and weighs about 4 oz. It is designed to be used independently through public address system or for recording.

MANUFACTURING PEOPLE

Richard M. Osgood, manager of Sylvania Electric Products' avionics laboratory in Waltham, Mass., appointed manager of company's Electronics Systems Div. and **William C. Mader,** formerly with U. S. Marine Corps, to Chicago office of Sylvania as field sales representative, Parts Div. **William T. Buschmann,** southeastern district manager for electronic products sales division of Sylvania, named electronic products merchandising manager, succeeding **E. P. Atcherley,** promoted to assistant to distributor sales manager. Other appointments: **E. H. Frost,** electronic products merchandising supervisor in distributor sales, to northeastern district sales representative, and **J. Arden Still,** district manager for southwestern sales area, to newly-created post of southern regional sales manager.

Richard S. Frazer, formerly president of Plasticast Co. and Christy Trade Schools, Chicago, appointed assistant to president for new business interests of Motorola Inc.

Robert B. Wright, training director of Magnavox Co.'s government-industrial division, named technical personnel director.

IN AND AROUND
COLUMBUS, GEORGIA
CHANNEL 4 CBS ABC
WRBL-TV
PREFERRED VIEWING *
11-COUNTY AREA - NOV. '55
402 of 404
METROPOLITAN FEB. '56
298 of 416
* COMPETITIVE QUARTER HOURS
WEEKLY TELEPULSE
CALL HOLLINGBERY CO.

RCA Equips Georgia's New Education Center

RCA will provide complete television equipment for the U. of Georgia's new Center for Continuing Education, it was announced jointly last week by Dr. Hugh Masters, director of the center, and E. C. Tracy, manager, RCA broadcast and tv equipment department.

The purchase by the Georgia center includes a complete on-air and closed-circuit tv broadcast studio; an off-campus 25 kw broadcast transmission plant; live and film camera systems for studio origination and 167 RCA Victor tv receivers for closed-circuit programs in study and discussion rooms.

The $2.5 million center, now in its final construction stages on the campus at Athens, Ga., was planned with broadcast and closed-circuit television in mind as "educational instruments," according to Dr. Masters. It will function, he said, as a hub of adult education for the entire southeastern U. S. The Georgia center is supported by grants from the state of Georgia and the W. K. Kellogg Foundation of Battle Creek, Mich.

The RCA closed-circuit tv equipment is expected to be delivered for installation in time for the center's scheduled opening early next year. The television broadcast transmitter will be delivered later in 1957.

From its RCA-equipped tv broadcast studio, the center also will operate a noncommercial television station on ch. 8. The 25 kw station will provide Class A service over a broad state area, according to Dr. Masters. Included in the center is a five-story hotel-restaurant wing, which can accommodate 300 persons. Participants in the center's programs will be housed in this unit. Each hotel room will be equipped with an RCA Victor "personal" television receiver for closed-circuit programs relating to given conferences.

Should State Pay for Educ. Tv? Illinois Ruling Due Next Month

QUESTION of whether a state school may properly use state funds for the operation of a non-commercial, educational television station may be determined for the U. of Illinois by the Circuit Court at Springfield in the next fortnight.

Final arguments have been heard by Judge Dewitt S. Crow, on a two-year taxpayers' suit, with promise of a ruling by Jan. 8. Judge Crow took the case under advisement Dec. 20. The case involves suit filed by Stephen Turkovich, an Evanston (Ill.) restauranteur, and Rollin Engman of Rock Island. It seeks an injunction to prevent the U. of Illinois from using state money to operate its WILL-TV Champaign-Urbana, licensed to operate on ch. 12. Suits have been supported by the Illinois Broadcasters Assn.

General Assembly of the Illinois State Legislature has allocated no specific funds for operation of WILL-TV. University counsel claims the educational activity falls within the jurisdiction of its board of trustees and would be a "shocking conception," if Illinois "should not have the power to engage in this crucial activity."

Counsel for the taxpayers charged the university "could blanket the state with television for the education of the public without paying any attention to the legislature except to get its regular appropriation." Major issue also is whether educational tv should be required to be sustained out of public funds.

Pa. State U. Releases Report On Classroom Tv Experiments

A REPORT on a tv-in-the-classroom project that has been conducted for the past three years at Pennsylvania State U. has been made public. The project was financed under a grant of the Fund for the Advancement of Education. A total of $133,329 has been received for the program.

The project entails use of closed circuit tv on an experimental basis for residential or nonbroadcast instruction, according to C. R. Carpenter and L. P. Greenhill, directors of the Instructional Research Program.

During its first year, the university telecast three courses to 840 students; 12 courses to 3,300 students in the second year and currently 50 hours a week to classes with 19 instructors taking part.

Objectives of the continuing study is to determine the extent that "good instruction" can be made available to more students as a method of meeting growing enrollment and to improve the quality of instruction by giving close-ups to large numbers of students of teaching aids and demonstrations.

NYU Adds Two More Courses

TWO new courses, one in tv commercial production, the other in radio-tv publicity, have been added to the 1957 spring broadcast curriculum at New York U.'s division of general education. The publicity course will be administered by WRCA-AM-TV Publicity Director John O'Keefe, while the production course will be handled by A. Cledge Roberts, former CBS-TV producer-director.

Other courses, encompassing every phase of radio-tv, from business to creative, will be offered. Among the instructors are WRCA-AM-TV Special Projects Manager for News and Special Events Al Perlmutter; Ruthrauff & Ryan Radio-Tv Business Manager Havis Medwick; CBS Radio Operations Manager James Sirmons, and a number of freelance directors, actors and writers.

HOWARD E. STARK
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RADIO and TELEVISION STATIONS
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Drama Gives Way to Music

THERE'LL be no drama, no crime or violence, seething passion or storyline on tonight's (Monday) *Robert Montgomery Presents*, this week sponsored by Schick. Just music. In a salute to New Year's Eve, the John Gibbs Talent Agency, which packages the weekly Montgomery programs, has come up with what NBC-TV matter-of-factly describes as "a departure from the regular dramatic fare." On tap will be: the Hugo Winterhalter orchestra backing up pianist Eddie Haywood, trumpeter Henry (Hot Lips) Levine, singers Eddie Dano, Dorothy Olsen, Teddi King and Ann Gilbert, as well as a group called "The Night Caps."

Which Show Has The Toni?

IN a change in the Friday, 8-9 p.m. time slot on NBC-TV, which becomes effective this week, the Toni account serviced by North Adv. pulled out of the 8:30-9 p.m. segment effective Friday when it (and P. Lorillard Co.) dropped *The Walter Winchell Show*. The Toni account serviced by Tatham-Laird, Chicago (Bobbi, Pamper) will pick up the 8-8:30 p.m. segment this coming Friday as sole sponsor of the new Hal Roach *Blondie* series. It will fill the 30-minute block vacated by Gulf Oil Co., which takes up its *Life of Riley* series into the 8:30-9 p.m. slot. Agency for Gulf is Young & Rubicam, New York.

'Fargo' to Replace 'Stanley'

A NEW filmed show, *Wells Fargo*, a western series starring Dale Robertson, succeeds Max Liebman's comedy series *Stanley*, starring Buddy Hackett, on NBC-TV on March 25. The Liebman-Hackett program, which premiered this season, has been facing format difficulties, and it was understood that the alternate sponsors, American Tobacco Co. (Pall Mall cigarettes) and Toni Div. of Gillette Co., as well as their respective agencies, Sullivan, Stauffer, Colwell & Bayles, New York, and North Adv., Chicago, had approached NBC-TV to come up with another vehicle. The last *Stanley* show will be March 18 in the Monday, 8:30-9 p.m. time period. This will be Toni's second cancellation within recent weeks, the firm having notified NBC-TV three weeks ago that it was pulling out of the Friday evening *Walter Winchell Show*. The *Wells Fargo* series is a MCA-TV Ltd. production.

ABC Radio Increases News Spots

ABC RADIO has announced that it will add five five-minute news summaries to its daily schedule on Dec. 31. Raising the number of such news reports to 21 each day. The news summaries will be broadcast at 8:30 a.m., 2 p.m., 3 p.m., 4 p.m. and 5 p.m. EST.

'Truth or Consequences' Back

NBC-TV's *Truth or Consequences* returns to the air today (Monday). It will be seen Mon.-Fri., 11:30-12:00 a.m. EST after an absence of almost four months.

Closed-Circuit Electrical Show

CLOSED-CIRCUIT television program will be carried Jan. 30 (1-2 p.m. EST) to about 30,000 key members of the electrical industry in more than 60 cities in observance of the first anniversary of the "Live Better Electrically" program. The show is being produced by Theatre Network Television, New York, on behalf of more than 300 electric utilities. Featured on the program will be television personalities John Daly and Gisele MacKenzie.

Timebuyers, Bears & Lions

FIFTY Chicago agency timebuyers and other personnel were guests of WREX-TV Rockford, Ill., and its national sales representative, H-R Television Inc., at a reception in St. Charles, Ill. Occasion was the televised coverage of the Chicago Bears-Detroit Lions pro league game, beamed to specially set up receivers in the Baker Hotel. Luncheon was served at the agency reception.

ABC Radio to Carry 'Conference'

ABC-TV's *College Press Conference* (Sunday, 4-4:30 p.m. EST), conducted from Washington, by Ruth Hagy, and now in its fifth year on tv, will also be heard on ABC Radio, effective Jan. 6. Audio portion of the program has been scheduled for 5:30-6 p.m. EST.

'War & Peace' Premieres on NBC

NBC-TV has announced that the American premiere of Serge Prokofiev's opera, *War and Peace*, will be given by the NBC Television Opera Theatre on Jan. 13 (1:30-4 p.m. EST). The presentation, according to the network, will mark "the first performance of the revised version of the opera to be given outside the Soviet Union." It will be presented in English in a translation by Joseph Machlis, commissioned by NBC, with Peter Herman Adler as conductor and Samuel Chotzinoff as producer. NBC-TV noted it will be the longest single broadcast of the NBC Television Opera Theatre, now in its eighth year.

No Interruptions Allowed

A NEW feature film program, *Something Different*, will debut on WTVN-TV Columbus Jan. 5. The local sponsor will use commercials only at the beginning and at the end of each show. Movies are from the Associated Artists Productions package of Warner Bros. films. Employes of the City National Bank & Trust Co. (sponsor) selected movies to be shown by voting.

Equipped to Sell

WRCA-TV New York's sales staff will start the year off with each salesman carrying a new black attache case containing complete sales kit of program information, discount plans, promotion folders, NBC Spot estimator, rate cards and contract charts.

"SOUND-FACTOR"

The Sparkle of

Impressionable Living

with

RADIO WSRS

ON

GREATER CLEVELAND'S

NUMBER 1 STATION

SOUND-FACTOR DISCOUNT PAYABLE ONLY TO RECOGNIZED ADVERTISING AGENCIES BY WSRS, INC., CLEVELAND 18, OHIO

PROGRAMS & PROMOTIONS

WRCV Plans 'Almanac'

BEGINNING this Wednesday, WRCV Philadelphia will feature a new weather show, *Almanac*. The program will premiere as a Monday-Friday, 7:40-7:45 a.m. feature on Bill Mayer's *Mayer of the Morning Show*. The show will contain informal discussions on the background of current weather, how it affects people all over the country and humorous incidents in connection with the various seasons. Tradesman's Bank & Trust Co. has signed a 52-week contract to sponsor *Almanac*. Al Paul Lefton is the agency.

Product Promotes Yankee Network

NEW ENGLAND druggists carrying Father John's medicine (a patent medicine manufactured in Lowell, Mass.) have received a combination mailer and counter display card from the promotion department of the Yankee Network, Boston, which conceived the card with representatives of Hermon Stevens Adv., same city. The cards are to be tucked into each package of Father John's, allowing the legend, "as advertised over 28 stations of the Yankee Network and WNAC-TV and WNAC radio" to stand out.

Paar to Do Series From Home

JACK PAAR's Mon.-Fri. ABC Radio show moves back from 11:15-11:30 a.m. to 11-11:15 a.m. today (Monday) and will originate from the Paars' household in Bronxville, N. Y. According to producer Clark Andrews, the program, emanating from Mr. Paar's private, home-built but completely-equipped studio, will now have a "more intimate, friendly background." Participating in the programs will be his wife, Miriam, and their 7-year old daughter, Randy. Filling the 11:15-11:30 a.m. time period will be *You and Your Marriage*.

Sobol on ABC Radio

SYNDICATED newspaper columnist Louis Sobol will be star of a new Monday-Friday nighttime interview program on ABC Radio starting Jan. 14. Called *The Louis Sobol Show*, it will be heard 9:30-9:55 p.m. EST direct from Manhattan's Eden Roc Club. ABC Radio's present program series in that time period, *Best Bands in the Land*, will be rescheduled to 9-9:25 p.m. EST.

FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)

December 20 through December 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Dec. 26

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,005	2,973	181	332	131
Fm	534	516	47	44	0

FCC Commercial Station Authorizations
As of November 30, 1956 *

	Am	Fm	Tv
Licensed (all on air)	2,954	515	246
Cps on air	33	13	265
Cps not on air	121	22	117
Total authorized	3,108	550	628
Applications in hearing	166	1	122
New station requests	288	7	55
New station bids in hearing	114	0	78
Facilities change requests	156	6	30
Total applications pending	896	79	359
Licenses deleted in November	0	2	0
Cps deleted in November	1	0	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Dec. 26

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	377	91	468[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	340	320	660[3]
Noncomm. Educational	25	21	46[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,049	337	818	567	1,386[5]
Noncomm. Educ.	63		36	27	63[4]
Total	1,112	337	854	594	1,449[5]

[1] 175 cps (33 vhf, 142 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 707 already granted.

New Tv Stations . . .

ACTIONS BY FCC

San Francisco, Calif.—Plaza Radio & Tv Co. granted uhf ch. 26 (542-548 mc); ERP 257 kw vis., 132 kw aur.; ant. height above average terrain 1,210 ft., above ground 249.88 ft. Estimated construction cost $244,117, first year operating cost $264,000, revenue $300,000. P. O. address % **Alex Rosenman,** Plaza Radio & Tv Co., 551 Fifth Ave., New York, N. Y. Studio location San Francisco. Trans. location San Bruno Mt. near San Francisco. Geographic coordinates 37° 41' 23.5" N. Lat., 122° 26.05' 05.7" W. Long. Trans. and ant. GE. Legal counsel Philip M. Baker. Consulting engineer John H. Mullaney. Principals include Mr. Rosenman, 50% (New York advertising agency owner); **Eliot Hyman,** 25% (former owner of Associated Films, production firm); **David M. Harris,** 25% (principal of Ercoma Corp., camera, lens, optical high fidelity equipment importer). Same group is applicant for tvs in Detroit and St. Louis. Announced Dec. 20.

Rapid City, S. D.—John Daniels, Eli Daniels and Harry Daniels d/b as The Heart of the Black Hills Stations granted vhf ch. 7 (174-180 mc); ERP 0.534 kw vis., 0.267 kw aur., ant. height above average terrain 530 ft., above ground 391 ft. Estimated construction cost $58,757, first year operating cost $96,000, revenue $105,000. P. O. address Box 609, Rapid City. Studio location 1438 Mountain View Dr. Trans. location on Skyline Drive. Geographic coordinates 44° 04' 17" N. Lat., 103° 15' 07" W. Long. Trans. Adler, ant. Prodelin. Principals own **KDSJ-AM-TV Deadwood** and **KRSD Rapid City,** both **S. D.** Announced Dec. 20.

Reliance, S. D.—Midcontinent Bestg. Co. granted vhf ch. 6 (82-88 mc); ERP 53.7 kw vis., 32.6 kw aur.; ant. height above average terrain 1,110 ft., above ground 711 ft. Estimated construction cost $225,100, first year operating cost $90,000, revenue $95,000. P. O. address % **Joseph Floyd,** Phillips Ave. and Eighth St., Sioux Falls, S. D. Studio location to be determined. Trans. location Medicine Butte. Geographic coordinates 43° 57' 55" N. Lat., 99° 36' 11" W. Long. Trans and ant. RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include equal owners Mr. Floyd, **N. L. Bentson** and **Edmond R. Ruben.** Midcontinent is licensee, **KELO-AM-TV Sioux Falls** and **KDLO-TV Florence, S. D.** Same interests control **WLOL-AM-FM Minneapolis, Minn.** Announced Dec. 20.

APPLICATION AMENDED

Jacksonville, Fla.—Application of **Education Television Inc.** seeking new non-commercial, educational tv amended to furnish additional financial data, to show change in construction cost and programming, change ERP to 16.4 kw vis., 8.2 kw aur., change trans. location to East Bay and Georgia Sts., Jacksonville, change ant. system, ant. height above average terrain and make other equipment changes. Announced Dec. 20.

Existing Tv Stations . . .

ACTIONS BY FCC

WIRK-TV West Palm Beach, Fla.—Cp cancelled and call letters deleted for lack of prosecution (letter 12-19-56). Announced Dec. 28.

WSES (TV) Philadelphia, Pa.—Granted mod. of cp to change ERP to 219 kw vis., 117 kw aur., change trans. location, make ant. and other equipment changes (ant. 550 ft.). Announced Dec. 26.

WOTV (TV) Richmond, Va.—Cp cancelled and call letters deleted for lack of prosecution. (Letter 12-19-56). Announced Dec. 26.

KBAS-TV Ephrata, Wash.—Granted mod. of cp to change ERP to 15.1 kw vis., 7.59 kw aur., install new trans. and ant. system and make other equipment changes. Announced Dec. 26.

APPLICATION

KGEZ-TV Kalispell, Mont.—Seeks mod. of cp

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

to change frequency to ch. 9 (186-192 mc); ERP to 14.65 vis., 7.92 aur., install new trans. and ant. system and make other equipment changes. Announced Dec. 20.

Allocations . . .

ACTIONS BY FCC

Minimum separations—FCC by memorandum opinion and order denied petition by **Southern Connecticut and Long Island Television Co.** for reconsideration of Commission's report and order in general tv proceedings (Docket 11532) insofar as it fails to conclude, as proposed interim measure to improve immediate tv situation, case-by-case consideration of proposals to allocate vhf channels at less than present minimum separations under certain circumstances. Announced Dec. 20.

FCC by reports and orders finalized rule-making proceedings and amended tv table of assignments as follows, effective Jan. 30:

Evansville, Ind.; Owensboro, Ky.—Shifted ch. 62 from Evansville to Owensboro, and shifted ch. 14 from Owensboro to Evansville, with resultant changes from ch. 14 to ch. 25 in **Festus, Mo.**, and from ch. 62 to ch. 56 in **Shelbyville, Tenn.** (Docket 11797). At same time Commission modified outstanding permits of Premier Television Inc., to specify operation of **WFIE (TV) Evansville** on ch. 14 instead of ch. 62, and Aircast Inc., to specify operation of **WKYT (TV) Owensboro** on ch. 62 instead of ch. 14. These parties, who have consented to changes, are directed to file within 30 days new engineering information in light of change in frequencies. In event that WFIE will be unable to commence operation on ch. 14 by effective date of modification order, Commission will consider request for extension of outstanding temporary authorization on ch. 62 pending completion of switchover to ch. 14.

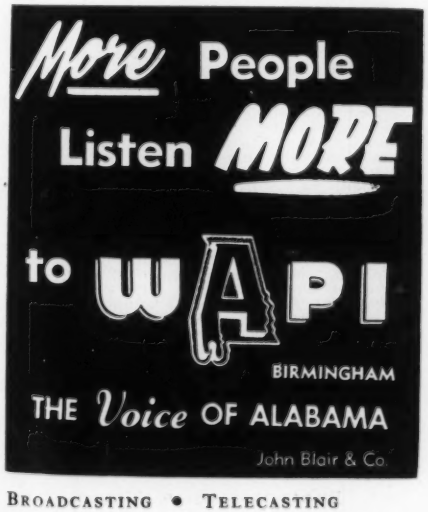
Coos Bay, Ore.; Yreka City, Calif.—Assigned ch. 11 to Coos Bay by deleting it from Yreka City and giving latter ch. 19 instead (Docket 11795). Commission is of view that assignment of ch. 11 to Coos Bay is to be preferred to conflicting proposal to assign it to Prineville, because of greater population which would obtain new tv service in Coos Bay. Announced Dec. 30.

Longview, Denton, Tex.—FCC by notice of proposed rule-making invites comments by Jan. 30 to petitions to amend tv table of assignments by (1) **Gregg Television Inc.**, Longview, to reallocate ch. 2, now reserved for educational use in Denton, to Longview for commercial use and to assign ch. 71 to Denton for educational use, and (2) by **Harwell V. Shepard**, Denton, to make ch. 2 available for commercial operation in Denton and reserve ch. 17 for educational use there. Announced Dec. 20.

Weston, W. Va.—FCC by report and order finalized rule-making in Docket 11514 and removed educational reservation from ch. 5 in Weston, making that channel available for commercial use in that city, in addition to present ch. 32, effective Jan. 30. In light of need for commercial tv service in Weston, Commission does not believe that ch. 5 should continue to be set aside for education when there are no prospects for its use in the foreseeable future.

Commission noted that petitioner, **WJPB-TV Fairmont**, indicated that time would be made available on commercial channel for educational programs. Therefore, while ch. 5 is not earmarked for petitioner but is assigned for application by any qualified applicant, it must be assumed that any commercial operator would cooperate with educational institutions in making his facilities available for educational programs in public interest.

This is second time the Commission has unreserved vhf channel, but in previous case (**Bryan-College Station, Tex.**) uhf channel was substituted. Comrs. Hyde and Bartley dissented.



Translators . . .

ACTION BY FCC

Madras, Ore.—Jefferson County Television Inc. granted ch. 74 (830-836 mc) to rebroadcast ch. 6 **KOIN-TV Portland, Ore.** P. O. address % **Kenneth McCaulou**, secretary, Madras. Trans. output 10 w, ERP to community 134.4 w. Estimated population to be served 2,500. Estimated construction cost $5,491, first year operating cost $750. Announced Dec. 20.

NEW TRANSLATOR APPLICATIONS

Sopris, Segundo, Valdez, Starkville, Colo.—H. L. Corley, ch. 73 (824-830 mc) to rebroadcast ch. 11 KKTV (TV) Colorado Springs, Colo. P. O. address 108 N. Maple St., Trinidad, Colo. Trans. output 10 w, ERP to community 200 w. Estimated population to be served 1,500. Estimated construction cost $4,250, first year operating cost $2,400. Filed Sept. 25.

Sopris, Segundo, Valdez, Starkville, Colo.—H. L. Corley, ch. 70 (806-812 mc) to rebroadcast ch. 5 KCSJ-TV Pueblo, Colo. P. O. address see above. Trans. output 10 w, ERP to community 200 w. Estimated population to be served 1,500. Estimated construction cost $4,250, first year operating cost $2,400. Filed Sept. 25.

EXISTING TRANSLATOR APPLICATIONS

Havre, Mont.—Hill County T-L Club seeks mod. of cp (which authorized new translator) to change from ch. 70 (806-812 mc) to ch. 73 (824-830 mc), ERP to 58.8 w and make ant. changes. Announced Dec. 26.

Havre, Mont.—Hill County T-L Club seeks mod. of cp (which authorized new translator) to change ERP of ch. 82 facility to 299 w and make ant. changes. Announced Dec. 26.

New Am Stations . . .

ACTIONS BY FCC

Bay Minette, Ala.—Southwest Alabama Bcstg. Co. granted 1150 kc, 1 kw D. P. O. address % Howard E. Pill, P. O. Box 447, Montgomery, Ala. Estimated construction cost $18,950, first year operating cost $36,000, revenue $48,000. Principals include **James H. Faulkner** (25%), 50% owner of Southwest Alabama Pub. Co. (*Monroe Journal*, Monroeville, and *Baldwin Times*, Bay Minette), and 50% owner **WMFC Monroeville; William M. Stewart** (25%), 50% owner of Southwest Alabama Pub. Co. and WMFC; and **Howard E. Pill** (42.5%), 35% owner of **WDAK Columbus, Ga.**, 25% owner of **WDAK-TV**, and 60% owner of **WHEP Foley, Ala.** Announced Dec. 20.

Bradenton, Fla.—Sunshine State Bcstg. Co. granted 1420 kc, 1 kw DA-D. P. O. address % Robert R. Nelson, 1128 Parkside Dr., Wilmington, Del. Estimated construction cost $26,522.38, first year operating cost $48,000, revenue $40,000. Principals include Mr. Nelson (pres.-52%), mgr. of **WPFH (TV) Wilmington, Del.**; Vice Pres. **William L. Aldredge Jr.** (8%), real estate interests; Secy.-Treas. **Wilbur E. Schonek** (11.5%), insurance interests; **Raymond S. Perrine** (8%), real estate interests; **Rudolph S. Schonek** (11.5%), automotive interests, and **Roger B. Hall** (8%), contracting interests. Announced Dec. 20.

Ocala, Fla.—Marion County Bcstg. Inc. granted 1370 kc, 1 kw D. P. O. address % **W. H. Martin**, Box 1222, Lakeland, Fla. Estimated construction cost $17,000, first year operating cost $40,000, revenue $60,000. Principals include Secy.-Treas. **W. C. Berry** (18%); Vice Pres. **Ellis M. Hutto** (16%); **Annie Lou Martin** (24%); **R. H. Gibson** (24%), and **Harold E. Cullison** (16%). Announced Dec. 20.

Starke, Fla.—Tidewater Bcstrs. granted 1490 kc, 250 w specified hours—6 a.m.-8 p.m. except Sun., 7:30 a.m.-8 p.m. P. O. address Box 501, Gainesville, Fla. Estimated construction cost $10,000, first year operating cost $30,000, revenue $36,000. Equal partners are **Alfred H.** and **Alma H. Temple**, owners of **WDSR Lake City, Fla.**, and **Rudolph H. Chamberlin**, 32% owner of **WGGG Gainesville**, and **Dorothy L. Chamberlin**, no business interests. Announced Dec. 20.

Winnsboro, La.—Franklin Bcstg. Co. granted 1570 kc, 500 w D. P. O. address % **James H. Martin**, Delhi, La. Estimated construction cost $14,725, first year operating cost $27,000, revenue $45,000. Principals include Mr. Martin (pres.-48%), livestock interests; Vice Pres. **W. Gordon Allen** (48%), pres., 70% stockholder of **KGAL Lebanon, Ore.**, pres., 70% stockholder of **KOMB Cottage Grove, Ore.**, 50% stockholder of **KJUN Redmond, Ore.**; pres. of **KEED Springfield, Ore.**, pres. 66.3% stockholder of **KGAE Salem, Ore.**, 50% stockholder of **KBAM Longview, Wash.**, and sole proprietor of **KTIX Seattle, Wash.** Announced Dec. 20.

Oneida, N. Y.—Radio Oneida Inc. granted 1350 kc, 500 w D. P. O. address % Radio Norwich Inc., 14 S. Broad St., Norwich, N. Y. Estimated construction cost $14,300, first year operating cost $25,000, revenue $40,000. Principals include Pres. **William J. Hall** (30%), pres.-stockholder of **WCHN Norwich**; Treas. **Marian S. Mayer** (30%), treas.-stockholder of WCHN; Secy. **Scott G. Rigby** (30%), asst. secy.-treas. at WCHN; and others. Announced Dec. 20.

Berwick, Pa.—Columbia County Broadcasters Inc. granted 1280 kc, 500 w D. P. O. address Craft Press Bldg., Chambersburg, Pa. Estimated con-

Torey Southwick and his "second voice," Ol' Gus, spend 4½ hours a day with KMBC-KFRM listeners. These are profitable hours for advertisers because Torey's New Sounds in music and conversation have attracted a tremendous following.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

BMI

Stories from the Sports Record

Winter Continuities

Music and sports team up in this series devoted to eyewitness accounts of dramatic action on the winter sports scene.

This continuity package contains 12 fifteen minute programs featuring the sports of the winter season . . . the Olympics, football, boxing, along with some of the great anecdotes of the world of sports.

Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "Stories from the Sports Record."

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struction cost $15,044, first year operating cost $38,750, revenue $47,500. Principals are Pres.-Treas. **John S. Booth** (33.3%), 33.3% owner of **WCHA-AM-FM Chambersburg, Pa.**; part owner **WTVE (TV) Elmira, N. Y.**; pres. **WMLP Milton, Pa.**, and pres.-treas. **WTOW Towson, Md.**; Vice Pres. **Thompson K. Cassel** (33.3%), owner of **WTKO Ithaca, N. Y.**; **WATS Sayre, Pa.**; part owner WTVE, pres. **WDBF Delray Beach, Fla.** and vice pres., **WOND Pleasantville, N. J.**, and Secy. **Harry J. Daly** (33.3%), stockholder **WOKE Oak Ridge, Tenn.**, WTOW, WDBF, and **WMLV Millville, N. J.** Announced Dec. 20.

Danville, Va.—S. L. Goodman granted 1580 kc, 500 w D. P. O. address P. O. Drawer 2-Y, 303 W. Main St., Richmond 5, Va. Estimated construction cost $18,250, first year operating cost $35,000, revenue $40,000. Mr. Goodman is owner of **WYSR Franklin** and **WDDY Gloucester**, both **Va.**, and is permittee for Rocky Mount, Va., am. Announced Dec. 20.

WAGE Leesburg, Va.—Richard Field Lewis Jr. granted 1290 kc, 1 kw D, permittee to accept any interference that may result in case of grant of application of **WHVR Hanover, Pa.**, to increase D power to 5 kw with DA; by letter, dismissed Lewis application for new am in **Frostburg, Md.** Comr. Bartley dissented. Leesburg application previously had been granted June 6 [B•T, June 11] and set aside July 6 [B•T, July 9] because of indicated interference if WHVR's application is granted. Announced Dec. 20.

Rocky Mount, Va.—S. L. Goodman, 1570 kc, 500 w D. P. O. address P. O. Drawer 2-Y, 303 W. Main St., Richmond 5. Estimated construction cost $15,500, first year operating cost $24,000, revenue $27,000. Mr. Goodman is owner of **WYSR Franklin** and **WDDY Gloucester**, both **Va.**, and am permit for Danville, Va. Announced Dec. 20.

Grafton, W. Va.—WVVW Inc. granted 1260 kc, 500 w D. P. O. address % **J. P. Beacom,** Box 1213, Fairmont, W. Va. Estimated construction cost $14,100, first year operating cost $36,000, revenue $50,000. Principals include Mr. Beacom (pres.-80%), owner of **WJPB-TV Fairmont, W. Va.**, and owner of **WBUT Butler, Pa.**; Secy. **Emily Peed Beacom** (15%), wife of **J. Patrick Beacom,** and Vice Pres. **Harry G. Bright** (5%), pres.-90% owner of **WETZ New Martinsville, W. Va.** Announced Dec. 20.

APPLICATIONS

Amsterdam, N. Y.—Walter T. Gaines, 1280 kc, 1 kw D. P. O. address Box 520, Amsterdam. Estimated construction cost $23,435, first year operating cost $45,000, revenue $60,000. Mr. Gaines owns **WLFH Little Falls, N. Y.**, and Amsterdam chinchilla farm. Announced Dec. 26.

Concord, N. C.—Application by **Wayne M. Nelson** for 960 kc, 500 w D (returned by FCC because dated wrong) resubmitted. Filed Nov. 20.

Narragansett Pier, R. I.—Jack C. Salera tr/as South County Bcstg. Co., 1370 kc, 500 w D. P. O. address 25 Seventh St., Providence 6, R. I. Estimated construction cost $8,598, first year operating cost $18,000, revenue $24,000. Am application by Mr. Salera for Providence was dismissed Dec. 11, 1956. He is 52.5% partner in application for **Cranston, R. I.**, am. Announced Dec. 26.

Morristown, Tenn.—East Tennessee Bcstg. Corp., 1300 kc, 5 kw DA-D. P. O. address % **George R. Guertin,** 2033 Edgemont Ave., Bristol, Tenn. Estimated construction cost $35,315, first year operating cost $45,000, revenue $55,000. Principals are one-third partners Mr. Guertin, chief engineer, **WOPI Bristol, Tenn.**; **Jack T. Helms,** gen. mgr.-12½% owner, **WNVA Norton, Va.**, and 25%, **WCLE Cleveland, Tenn.**, and **Edward F. Gedraytis,** gen. mgr., Nuloid Products, Bristol mfr. of optical frames. Announced Dec. 26.

South Norfolk, Va.—South Norfolk Bcstg. Co., 1570 kc, 1 kw D. P. O. address 2815 Campostella Rd., S. Norfolk. Estimated construction cost $19,241, first year operating cost $80,000, revenue $100,000. Principals include **Norman L. Phelps, William T. Phelps and Earl F. Phelps** (16⅔% each), owners of Fernwood Farms, Norfolk amusement center, orchestra and music firm; and **Edward W. Midjett** (32%), owner Norfolk automobile sales firm and Montes, N. C., hunting lodge. Announced Dec. 26.

Existing Am Stations . . .

ACTIONS BY FCC

WCME Brunswick, Me.—Granted increase power from 250 w to 500 w, continuing on 900 kc D; engineering condition to be met before program tests are authorized. Announced Dec. 20.

WOKJ Jackson, Miss.—Granted increase power from 1 kw to 5 kw, continuing on 1590 kc D; trans. to be operated by remote control. Announced Dec. 20.

KABQ Albuquerque, N. M.—Granted change operation from 1340 kc, 250 w unl., to 1370 kc, 1 kw D; trans. to be operated by remote control. Announced Dec. 20.

KEOR Enterprise, Ore.—Application seeking cp for new am on 1340 kc, 250 w, specified hours, forfeited and call letters deleted. Announced Dec. 26.

WCRK Morristown, Tenn.—Granted change operation from 1450 kc, 250 w unl., to 1150 kc, 500 w, 1 kw-LS, DA-N; engineering conditions. Announced Dec. 20.

WDEH Sweetwater, Tenn.—Granted increase power from 500 w to 1 kw, continuing on 800 kc D; program tests not to be commenced until **WRUS Russellville, Ky.**, has begun program tests on another frequency and license will not be issued until WRUS has been issued license for another frequency. Announced Dec. 20.

WCLA Colonial Heights-Petersburg, Va.—Granted increase power from 1 kw to 5 kw, continuing on 1290 kc D; permittee shall assume responsibility for installation and adjustment of suitable filter circuits, or other equipment as may be necessary to prevent spurious radiation and cross modulation between WCLA and **WSSV Petersburg**; trans. to be operated by remote control. Announced Dec. 20.

APPLICATIONS

KHOZ Harrison, Ark.—Seeks mod. of cp (which authorized change frequency and change hours to D) to make changes in ant. system. Announced Dec. 20.

WKTS Brooksville, Fla.—Seeks mod. of cp (which authorized new am) to change type trans. (Composite), increase ant. height and change name of permittee to **Elmo B. Kitts d/b as Hernando Bcstg. Co.** Announced Dec. 26.

WIOD Sanford, Fla.—Seeks mod. of cp (which authorized new am) to move ant.-trans. location and make changes in ground system. Announced Dec. 25.

WDAT South Daytona, Fla.—Seeks mod. of cp (which authorized new am) to move ant. location 375 ft. north of present site. Announced Dec. 26.

WFBR Baltimore, Md.—Seeks cp to install old main trans. as auxiliary trans. and increase power from 1 kw to 5 kw. Announced Dec. 20.

WICO Salisbury, Md.—Seeks mod. of cp (which authorized new am) to change name of permittee to **Elizabeth Evans and W. Courtney Evans d/b as Wicomico Bcstg. Co.** Announced Dec. 26.

WLSM Louisville, Miss.—Seeks cp to increase power from 1 kw to 5 kw and install new trans. Announced Dec. 26.

KIYI Shelby, Mont.—Seeks mod. of cp (which authorized change frequency, increase power, install DA-N and new trans., change ant.-trans. and studio location) to change type trans., increase ant. height, change studio location and operate trans. by remote control from studio location while using non-DA. Announced Dec. 26.

WCBG Chambersburg, Pa.—Seeks cp to increase power from 1 kw to 5 kw and install new trans. Announced Dec. 26.

KDKA Pittsburgh, Pa.—Seeks authority to determine operating power by direct measurement of ant. power. Announced Dec. 26.

WJMA Orange, Va.—Seeks cp to move ant.-trans. and studio location ½ mi. from present site (no change in description) and increase ant. height. Announced Dec. 26.

WMIA Arecibo, P. R.—Seeks mod. of cp (which authorized new am) to move ant.-trans. location 100 ft. from present site and change type trans. Announced Dec. 26.

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New Fm Stations . . .

ACTION BY FCC

Dallas, Tex.—Metropolitan Bcstg. Corp. granted 105.3 mc, ERP 11 kw unl. P. O. address 3707 Gaston, Dallas. Estimated construction cost $3,590, first year operating cost $6,300, revenue $10,000. Principals include **Theodore Bisland** (pres.-19.4%), medical doctor; **Frank Joseph Haahn** (10.1%), engineer, Continental Electronics, Dallas; **Anthony J. Schirato** (10.1%), interior decorator; **Adele Goodwyn Needham** (10.1%), nurse; **Perry Q. Needham** (10.1%), medical doctor; **Sydnie G. Smith** (10.1%), medical doctor, and **Julian K. Hirschberg** (10.1%), engineer, Chance Vaught Aircraft, Dallas. Announced Dec. 20.

APPLICATIONS

Hagerstown, Md.—United Bcstg. Co. of Western Maryland Inc., 106.9 mc, 2.19 kw unl. P. O. address 2900 Tilden St., N.W., Washington, D. C. Estimated construction cost $2,500, first year operating cost $10,000, revenue $10,000. Proposed station will duplicate operation of **WARK Hagerstown. Richard Eaton,** pres., also controls **WYOU-WACH (TV) Newport News, Va.**; **WANT Richmond, Va.**; **WINX Rockville, Md.**; **WJMO Cleveland, Ohio**; **WOOK-WFAN (FM)-WOOK-TV Washington, D. C.**; **WSID-WTLF (TV) Baltimore, Md.**, and has tv application pending for Wilmington, N. C.

Richmond, Va.—Union Theological Seminary in Virginia, 89.1 mc, .0148 kw unl. P. O. address % **Dr. Robert White Kilpatrick,** 3401 Brook Road, Richmond 27. Estimated construction cost $2,760, first year operating cost $920, no revenue. Proposed station is for non-commercial educational purposes. Announced Dec. 20.

Existing Fm Stations . . .

ACTION BY FCC

Allocation—FCC by order amended its Class B

fm allocation plan by substituting ch. 230 for 247 in West Plains, Mo., effective immediately. **KWPM-FM West Plains**, proposes to change from ch. 247 to ch. 230 to eliminate present condition of interference caused in that area to reception of ch. 10 **KTTS-TV Springfield, Mo.** Announced Dec. 20.

Ownership Changes . . .

ACTIONS BY FCC

KDWI-TV Tucson, Ariz.—Granted assignment of cp from **D. W. and Kathleen Ingram d/b as Tucson Television Co.** to **Tucson Television Co. Inc.** for $533,000 and 5% of stock in proposed assignee. **H. U. Garrett, Longview, Tex.**, oil and tool interests, is chmn. of bd.-40% owner of proposed assignee. Others: **Tom E. Foster** (pres.-10%), 60%, **KDET Center, Tex.**, and 11-station East Texas Network; **Taylor Milton** (15%), v. p., Garrett Oil Tools Inc., Longview; **W. E. Dyche Jr.**, Houston, Tex., lawyer and **Tolbert Foster**, 40% partner, KDET and East Texas Network. Announced Dec. 20.

KYOR Blythe, KROP Brawley, KREO Indio, KPRO Riverside, all **Calif.**—Granted assignment of licenses from **Fred E. Carr, trustee in bankruptcy**, to **Imperial Bcstg. System Inc.** for $533,850. Imperial principals: **Fred K. Danzig** (pres.-19%), radio-tv program packager; **Sherrill C. Corwin** (11%), theatre, film interests, and 15% owner, **KAKE-TV Wichita, Kan.**; **A. Bartlett Ross Jr.** (19%), radio-tv program packager, and **Morris Pfaelzer** (12.5%), theatre interests. Announced Dec. 20.

WICC-TV Bridgeport, Conn.—Granted assignment of cp from **Southern Connecticut & Long Island Television Co.** to **Bridgeport Bcstg. Co. (WICC Bridgeport)**. Bridgeport owns 99% of licensee stock. Announced Dec. 26.

WJSB Crestview, Fla.—Granted assignment of license from **C. S. Henderson**, Crestview, Fla., to **Everett M. McCrary tr/as Crestview Bcstg. Co.** for $23,500. Mr. McCrary, at present sales manager of automobile agency, Fort Walton Beach, Fla., was at one time gen. mgr. **WATM Atmore, Ala.** Announced Dec. 20.

WPTV (TV) West Palm Beach, Fla.—Granted assignment of license from **John H. Phipps Bcstg. Stations Inc.** to **John H. Phipps.** Corporate change. Announced Dec. 26.

WTAY Robinson, Ill.—Granted transfer of control from **Keith Moyer, Roger L. Moyer and James Hilderbrand** to **Kathryn Duncan** (40%), **Edwin Phelps Jr.** (20%), and **Edwin Phelps Sr.** (40%) for $63,819. Miss Duncan is Robinson realtor. Mr. Phelps Jr. is gen. mgr. of WTAY and Mr. Phelps Sr. is retired attorney. Announced Dec. 20.

KCKN Kansas City, Kan.; WIBW-AM-TV Topeka, Kan.—Granted transfer of control from **Estate of Arthur Capper** (deceased) to **Stauffer Publs. Inc.**, which is buying Capper Publs. Inc. (parent firm) for approximately $2.5 million and assumption of $4.5 million in obligations. Stauffer, publisher of 11 western newspapers, owns **KSEK Pittsburg, Kan.; KSOK Arkansas City, Kan.** and **KGFF Shawnee, Okla.** Announced Dec. 20.

KCKN Kansas City, Kan.—Granted assignment of license from **KCKN Bcstg. Co.** to **Cy Blumenthal** for $110,000. Mr. Blumenthal is pres.-major stockholder of **WARL-AM-FM Arlington, Va.**; owner, **WCMS Norfolk, Va.**, and 20% stockholder in **WROV Roanoke, Va.** Announced Dec. 20.

WGAW Gardner, Mass.—Granted transfer of control from **Emelien R. Robillard and William C. Engel** to **Television and Radio Bcstg. Corp. (James D. Asher**, pres.-71.6%) for $60,000. Latter owns **WJDA Quincy, Mass.**, and **WESX Salem, Mass.** Announced Dec. 20.

WNEM-TV Bay City, Mich.—Granted assignment of cp from **North Eastern Michigan Corp.** to **Gerity Bcstg. Co.**, which owns all stock of former. No consideration. Announced Dec. 26.

KRBI St. Peter, Minn.—Granted assignment of cp from **Gustavus Adolphus College** to **Gateland Bcstg. Corp.** for $21,350. Gateland principals: **Edward Schons** (50%), 50% owner of **KLIL Estherville, Iowa**, 50%, **WKAI Macomb, Ill.**, and minority stockholder, **WDUZ Green Bay, Wis.**; **Mavis Peterson** (33⅓%), secy.-ofc. mgr., KLIL and WKAI, and **William D. Reynolds** (16⅔%), employe, Crown Iron Works, Minneapolis. Announced Nov. 26.

WBKH Hattiesburg, Miss.—Granted assignment of license from **Benny L. Blackledge Jr.** and **F. M. Smith d/b as Hattiesburg Bcstg. Co.** to **Deep South Radio Inc.** Corporate change. No change in ownership. Announced Dec. 26.

KTOO Henderson, Nev.—Granted assignment of license from **Thompson Magowan, Frederick V. Jones and James W. Harford d/b as Magowan, Jones and Harford** to **KTOO Inc.** Mr. Harford is selling ⅓ interest in KTOO and **KONE Henderson, Nev.** to Mr. Magowan and Mr. Jones for $107,500. Latter two will each own 40% of KTOO Inc. and **Alfred L. Syphus** and **Roland B. Vaile** will each own 10%. Announced Dec. 26.

WOOW New Bern, N. C.—Granted assignment of license from **Paul Reid, Otto Griner** and **H. M. Roberts d/b as Radio New Bern** to **Radio New Bern Inc.** Corporate change. No change in ownership. Announced Dec. 26.

WAIR-AM-FM Winston-Salem, N. C.—Granted assignment of licenses from **Radio Winston-Salem Inc.** to **Forsythe Bcstg. Co.** for $114,000. **J. F. Koons III**, account executive, Midland Adv. Co., Cincinnati, Ohio, is 100% owner of Forsythe. Announced Dec. 20.

WAMO Homestead, Pa.—Granted assignment of license from **Steel City Bcstg. Corp.** to **Dynamic Bcstg. Co.** Announced Dec. 26.

WSCR Scranton, Pa.—Granted transfer of control from **David M. Baltimore** to **WBRE-TV Inc. (WBRE-AM-TV Wilkes-Barre, Pa.)** for exchange of stock. Baltimore family owns WBRE-TV. Announced Dec. 20.

WJAN Spartanburg, S. C.—Granted transfer of control from **W. Ennis Bray, W. Reed Bray and Mrs. Ruth S. Bray** to **John K. L. Peterson** through sale of 100% of stock for $75,000. Mr. Peterson has construction business in Far Hills, N. J. Announced Dec. 20.

KIBH Seward, Alaska—Granted assignment of license from **William J. Wagner tr/as Alaska Bcstg. Co.** to **Seward Bcstg. Corp.** for $40,000. Equal owners of Seward Bcstg. are **R. E. Baumgartner** (pres.), attorney; **Jacque E. Roth**, Seward bank v.p.-mgr.; **Lawrence Urbach**, Seward retail clothier; **Meryl A. Bass**, corresponding secretary, Seward Chamber of Commerce; **Ray J. James**, owner of Seward construction firm; **John W. Jeffrey**, agent, Seward steamship firm; **Joseph B. Deisher**, M.D., Seward; **Walter B. Blue**, Seward high school teacher, and **A. G. Hiebert** pres.-minority owner, **KTVA-TV Anchorage** and **KTVF-TV Fairbanks**, both **Alaska**, and applicant for 23.36%, **KFRB Fairbanks.** Announced Dec. 20.

APPLICATIONS

KOLR Sterling, Colo.—Seeks acquisition of positive control by **Russell M. Stewart, Byron R. Joachim and John R. Jirdon** (as group) through purchase of ⅓ of outstanding stock from **Anna C. Petteys, Alonzo Petteys and Robert Petteys** for $13,000. Buyers will own total ⅔. Announced Dec. 26.

WDZ Decatur, Ill.—Seeks assignment of license from **WDZ Bcstg. Co.** to **Mid-States Bcstg. Co.** Corporate change. Announced Dec. 26.

WCHB Inkster, Mich.—Seeks assignment of cp from **Dr. Haley Bell tr/as Bell Bcstg. Co.** to **Radio Station WCHB of the Bell Bcstg. Co.** Corporate change. Announced Dec. 20.

WKOZ Kosciusko, Miss.—Seeks assignment of license from **Cy N. Bahakel** to **Kosciusko Bcstg. Co.** Corporate change. Announced Dec. 20.

WMBC Macon, Miss.—Seeks assignment of license from **J. W. Furr** to **Robert A. Chisholm Jr. tr/as Macon Bcstg. Co.** for $24,000. Mr. Chisholm has been insurance agent in Georgia and Alabama and at one time was sales manager of **WTRC Tuscaloosa, Ala.** Announced Dec. 20.

WHVH Henderson, N. C.—Seeks assignment of license from **Vance County Bcstg. Co.** to **Lawrence Brandon** for $30,500. Mr. Brandon is pres.-1% owner, **WWCO Waterbury, Conn.** His wife owns 98% of stock. Announced Dec. 20.

KSLM-TV Salem, Ore.—Resubmits application seeking assignment of cp from **Oregon Radio Inc. (KSLM Salem)** to **Storer Bcstg. Co.** for $27,277 reimbursement for cost of prosecuting application. Storer has asked reconsideration of application for reallocation of cp to Portland, Ore. (denied Nov. 1956). Announced Dec. 26.

WAMO Homestead, Pa.—Seeks assignment of license from **Steel City Bcstg. Corp.** to **Dynamic Bcstg. Inc.** which owns 1,059/1,066 of stock. Announced Dec. 20.

WMSR Manchester, Tenn.—Seeks assignment of cp from **Royce E. Richards and Sam J. Albritton d/b as Manchester Bcstrs.** to **Murray Chumley tr/as Manchester Bcstg. Co.** for $1,750. Mr. Chumley is former commercial manager, **WJIG Tullahoma, Tenn.** Announced Dec. 26.

KOSA-TV Odessa, Tex.—Seeks relinquishment of positive control and assignment of cp through sale of 50% by **C. L. Trigg, W. B. Stowe and Brooks L. Harman** to **Jack C. Vaughn and Grady H. Vaughn Jr.** (Texas oil interests) for $20,000 and assumption of obligations including half of $170,000 line of credit. Mr. Trigg retains 40% and Mr. Stowe and Mr. Harman 5% each. Announced Dec. 26.

Hearing Cases . . .

FINAL DECISIONS

WEOL Elyria, Ohio—FCC announced its decision of Dec. 19 denying protest of **Lorain Journal Co.**, Lorain, Ohio, and confirming Sept. 7, 1955, grant of application of **Elyria-Lorain Bcstg. Co.**, for renewal of license of WEOL. Announced Dec. 20.

WMAN Mansfield, Ohio—FCC announced its decision of Dec. 19 denying protest of **Mansfield Journal Co.** and confirming Sept. 7, 1955, grant of application of **Richland Inc.**, for renewal of license of WMAN. Announced Dec. 20.

NARBA Notifications . . .

Notification of new Cuban radio stations, and of changes, modifications and deletions of existing stations, in accordance with Part III, Section F of North American Regional Broadcasting Agreement, Washington, D. C., 1950.

Cuba Change List #7 **Nov. 21, 1956**

890 kc

(New) Victoria de las Tunas, Oriente 0.25 kw unl. Class II. Cancel.

(New) Santiago de Cuba, Oriente 0.25 kw unl. Class II.

December 20 Decisions

BROADCAST ACTIONS

KYNG Coos Bay, Ore.—FCC by memorandum opinion and order dismissed protest and petition for rehearing filed by **KOOS Coos Bay** directed to Commission's Oct. 24 grant for assignment of cp of KYNG from **Harold C. Singleton** to **Mr. Singleton and Walter N. Nelskog d/b as KYNG Radio.**

Granted renewal of license of following: **KJOY Stockton, KXOC Chico, KAFY Bakersfield, KBIG Avalon, KHJ-AM-FM Los Angeles, KSDO San Diego**, all **Calif.**

WNSL Laurel, Miss.—FCC by order, dismissed as moot, with respect to Sec. 405 of act and 1.390 of rules, motion filed Dec. 5 by **WHNY McComb, Miss.**, for 30 additional days to file protest to Nov. 8 grant of cp to **Voice of the New South** for new am (WNSL) at Laurel; denied same with respect to Section 309(c) of act.

KLAS Las Vegas, Nev., KCMJ Palm Springs, Calif.—Designated for consolidated hearing application of KLAS to change from 1230 kc, 250 w, unl., to 1010 kc, 5 kw-LS, 1 kw, N, DA-N, unl., and KCMJ to change from 1340 kc, 250 w, unl., to 1010 kc, 1 kw, DA-unl. KLAS had been previously designated for individual hearing.

WRRA, Ithaca; WRRC Cherry Valley Village; WRRD DeRuyter Village; WRRE Bristol Center; WRRL Wethersfield Village, all **N. Y.**—Granted SCA for five stations (which constitute Rural Radio Network providing fm service in central New York) to engage in background music service on multiplex basis.

KDFW-FM Cedar Hill, Texas—Granted SCA to render supplemental service on multiplex basis.

New Year's Eve ID—In order to permit special New Year's programs to be carried by radio and television stations without interruption at midnight on New Year's Eve, FCC announces waiver of station identification rules for all standard, fm and television stations insofar as rules require station identification on hour during period beginning 11:50 p.m. EST, Dec. 31, 1956, and ending 4:50 a.m. EST, Jan. 1, 1957. It is expected all stations will make proper station identification announcements as soon as possible after hour. Announced Dec. 20.

December 20 Applications

ACCEPTED FOR FILING

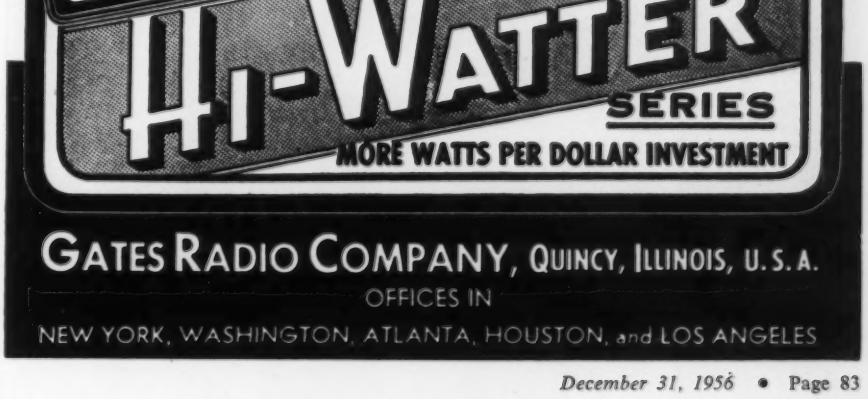
Modification of Cp

KGMS Sacramento, Calif.—Seeks mod. of cp (which authorized change hours, change trans. and studio location and change to DA-2) to extend completion date.

WNEM-TV Bay City, Mich.—Seeks mod. of cp to extend completion date to 7-15-57.

License to Cover Cp

WELI New Haven, Conn.—Seeks license to



cover cp which authorized increase D power, install new trans. and make changes in ant. system.

WRAP Norfolk, Va.—Seeks license to cover cp which authorized increase D power, install new trans. and make changes in DA-D.

WDDS-FM Syracuse, N. Y.—Seeks license to cover cp which authorized new fm.

KTBS-TV Shreveport, La.—Seeks license to cover cp.

KPTV (TV) Portland, Ore.—Seeks license to cover cp.

Renewal of License

KBYR Anchorage, Alaska; KENE Toppenish, Wash.; KULA-TV Honolulu, T.H.; KTNT-TV Tacoma, Wash.

December 21 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Hale Schaleben and Van N. Culpepper, Raymondville, Tex.—Granted petition for extension of time to Jan. 15, 1957, to file opposition to petition for rehearing filed by **John F. Thorwald,** Harlingen, in proceeding on their am applications. Action Dec. 18.

By Chief Hearing Examiner James D. Cunningham

Ordered that hearings shall commence on Feb. 19, 1957, in following am matters: **Volusia County Bcstg. Corp., Daytona Beach, Fla. and C. H. Packham, Ormond, Fla.; Jefferson County Bcstg. Co., Pine Bluff, Ark.** and **Kermit F. Tracy, Fordyce, Ark.** Action Dec. 17.

By Hearing Examiner Basil P. Cooper

Cheboygan, Mich.—Ordered that further hearing in ch. 4 proceeding, Cheboygan, **(Midwestern Bcstg. Co. and Straits Bcstg. Co.)** will be held Jan. 14, 1957. Action Dec. 17.

By Hearing Examiner H. Gifford Irion

Broadcast Bureau—Granted petition for extension of time from Dec. 17 to Dec. 19 to file proposed findings and conclusions in proceeding on am application of **Lawrence A. Reilly and James L. Spates, Groton, Conn.** and **Thames Bcstg. Corp., Bridgehampton, N. Y.** Action Dec. 18.

Sunshine State Bcstg. Co., Bradenton, Fla.—Dismissed as moot petition for leave to amend its am application. Action Dec. 19.

By Hearing Examiner Herbert Sharfman

WGMS-AM-FM Bethesda, Md.-Washington, D. C.—Ordered that motion to postpone hearing, filed by **Lawrence M. C. Smith,** in matter of assignment of license and cp of WGMS and license of WGMS-FM is denied; extended from Dec. 20 to Dec. 27 date for furnishing by Smith to other parties of request for information, with proviso; continued further prehearing conference from Jan. 4 to Jan. 7. Action Dec. 18.

By Hearing Examiner Elizabeth C. Smith

KEAR San Francisco—Ordered that request for change of place of hearing filed by **Milton Stern Jr.,** protestant in matter of assignment of license of KEAR is denied. Action Dec. 17.

WGLI Babylon, N. Y.—Granted motion for certain specified correction to transcript in proceeding on its am application. Action Dec. 18.

December 26 Decisions

BROADCAST ACTIONS

International stations—FCC is advised that General Electric Co. terminated operation of its international broadcast station **KGEI San Francisco** as of Dec. 1. This leaves only one international broadcast station still operating in this country — **WRUL Boston, Mass.** World Wide Broadcasting System, Inc.

By Broadcast Bureau

Actions of Dec. 21

KCMR McCamey, Tex.—Granted request for renewal of permission to sign off at 7:30 p.m. for period of 90 days, except on occasions when local sports events or local programming of great public interest will be broadcast.

WBFC Fremont, Mich.—Granted request for extension of permission to sign off at 7 p.m. for period of three months from 12-25-56 except on occasion to carry events of local interest.

WSJM St. Joseph, Mich.—Granted license for am station.

KWIC Salt Lake City, Utah.—Granted license for am station and specify type trans.

City of Truth or Consequences, N. Mex. — Granted license to cover cp for new tv translator station.

KHOZ Harrison, Ark.—Granted mod. of cp to make changes in ant. system; condition.

KLUE Shreveport, La.—Granted mod. of cp to change type trans. and change studio location.

WRVK Mount Vernon, Ky.—Granted mod. of cp to change type trans., make changes in ant. (increase height), move ant.-trans. approximately 0.2 mi. south of present location (no change in description), change studio location, and operate trans. by remote control.

Following were granted extensions of completion dates as shown: **WTRI Albany, N. Y.,** to 7-16-57; **KENI-TV Anchorage, Alaska,** to 6-29-57; **KTVW (TV) Tacoma, Wash.,** to 6-15-57: **KILT (TV) El Paso, Tex.,** to 7-1-57; **KOTA-TV Rapid City, S. D.,** to 6-1-57; **WTVH (TV) Peoria, Ill.,** to 7-6-57.

WNRC New Rochelle, N. Y.—Granted authority to operate trans. by remote control.

Actions of Dec. 20

Daily Telegraph Printing Co., Roanoke, Va.—Granted licenses for tv intercity relay broadcast stations.

WOW Omaha, Neb.—Granted license covering erection of new ant. (increase height).

KYTE Pocatello, Idaho—Granted license for am station and specify studio location.

WWPF Palatka, Fla.—Granted license covering increase D power.

WFRM Coudersport, Pa.—Granted license covering increase power and install new trans.

WNEM-TV Bay City, Mich.—Granted extension of completion date to 7-15-57.

Actions of Dec. 19

WMAF Madison, Fla.—Granted license for am station.

WNYC New York, N. Y.—Granted extension of completion date to 3-2-57.

Actions of Dec. 18

WTRN Tyrone, Pa.—Granted license covering change ant. (increase height).

KPIN Casa Grande, Ariz.—Granted license for am station.

WCKR Miami, Fla.—Granted license covering install. new trans. and change studio location to main trans. location.

KRNY Kearney, Nebr.—Granted license for am station.

Actions of Dec. 17

WFCB Dunkirk, N. Y.—Granted request for extension of authority to remain silent for additional 30 days from Dec. 15 due to labor strike.

KWRO Coquille, Ore.—Granted license to replace expired cp which authorized change facilities, change ant.-trans. location, ant. system (increase height), install new trans. and operate trans. by remote control.

WNKY Neon, Ky.—Granted license for am station.

KDAN Eureka, Calif.—Granted license for am station.

WJJL Niagara Falls, N. Y.—Granted license covering change ant.-trans. location and change type trans.

KBHM Branson, Mo.—Granted mod. of cp to change type trans., change studio location and operate trans. by remote control; granted extension of completion date to 12-31-56.

Action of Dec. 14

WHYY-TV Philadelphia, Pa.—Granted STA to operate on ch. *35 (educational) for period ending April 25, 1957.

December 26 Applications

ACCEPTED FOR FILING

Modification of Cp

WTBF Troy, Ala.—Seeks mod. of cp to extend completion date.

KTKT Tucson, Ariz.—Seeks mod. of cp (which authorized change frequency, power and hours, install new trans. and DA-D and change trans. location) to extend completion date.

KECC Pittsburg, Calif.—Seeks mod. of cp (which authorized increase power, install new trans. and change to DA-2) to extend completion date.

WPCF Panama City, Fla.—Seeks mod. of cp (which authorized change frequency and power, install new trans. and DA-2 and change ant.-trans. location) to extend completion date.

WXLI Hazelhurst, Ga.—Seeks mod. of cp (which authorized new am) to extend completion date.

WNRC New Rochelle, N. Y.—Seeks mod. of cp (which authorized new trans.) to extend completion date.

KDLS The Dalles, Ore.—Seeks mod. of cp (which authorized new am) to extend completion date.

WHOL Allentown, Pa.—Seeks mod. of cp (which authorized change frequency, increase power, change hours, install DA and new trans.) to extend completion date.

KINY-TV Juneau, Alaska—Seeks mod. of cp to extend completion date to 6-30-57.

KTHV (TV) Little Rock, Ark.—Seeks mod. of cp to extend completion date to 7-4-57.

WNOP-TV Newport, Ky.—Seeks mod. of cp to extend completion date.

WNOW-TV York, Pa.—Seeks mod. of cp to extend completion date to 7-5-57.

KHAD-TV Laredo, Tex.—Seeks mod. of cp to extend completion date to 7-20-57.

WLVA-TV Lynchburg, Va.—Seeks mod. of cp to extend completion date to 6-1-57.

WKLV Blackstone, Va.—Seeks mod. of cp (which authorized change frequency, increase power, change hours, change ant.-trans. and studio location, make changes in ant. system and install new trans.) to extend completion date.

KTBC-TV Austin, Tex.—Seeks mod. of cp to extend completion date to 7-27-57.

WARD-TV Johnstown, Pa.—Seeks mod. of cp to extend completion date to 7-17-57.

WMVS-TV Milwaukee, Wis.—Seeks mod. of cp (which authorized non-commercial educational tv) to extend completion date to August 1957.

License to Cover Cp

KLIK-TV Twin Falls, Idaho—Seeks license to cover cp.

KDWI-TV Tucson, Ariz.—Seeks license to cover cp.

KAFA Colorado Spring, Colo.—Seeks license to cover cp which authorized new am.

KBNZ La Junta, Colo.—Seeks license to cover cp which authorized change ant.-trans. location.

WJBD Salem, Ill.—Seeks license to cover cp which authorized new am.

WGEE Indianapolis, Ind. — Seeks license to cover cp which authorized new am.

WICO Salisbury, Md.—Seeks license to cover cp which authorized new am.

WKLM Wilmington, N. C.—Seeks license to cover cp which authorized new am.

KYNG Coos Bay, Ore.—Seeks license to cover cp which authorized new am. (Contingent on grant of assignment of permit.)

KBAL San Saba, Tex.—Seeks license to cover cp which authorized new am.

KARY Prosser, Wash.—Seeks license to cover cp which authorized new am.

REMOTE CONTROL

WNRC New Rochelle, N. Y.

RENEWAL OF LICENSE

KXLY-TV Spokane, Wash.

UPCOMING

Jan. 4: Canadian Broadcasting Corp. board of governors meeting, Studio A, CBU Vancouver, B. C.

Jan. 7-10: National Retail Dry Goods Assn., Hotel Statler, New York.

Jan. 16-17: South Carolina Radio & Tv Broadcasters Assn., Hotel Columbia, Columbia.

Jan. 17: Canadian Assn. of Radio & Television Broadcasters Tv Clinic, Boulevard Club, Toronto.

Jan. 18-20: Midwinter conference Advertising Assn. of the West, Miramar Hotel, Santa Barbara, Calif.

Jan. 19-21: Atlanta Chapter, American Women in Radio & Television, Dinkler-Plaza Hotel, Atlanta.

Jan. 23-25: 12th annual Georgia Radio & Television Institute, U. of Georgia, Athens.

Jan. 31: Sports Broadcasters Assn.'s annual dinner, Hotel Roosevelt, New York.

February

Feb. 6-8: NARTB Board, Hollywood Beach Hotel, Hollywood, Fla.

Feb. 15-17: New England Chapter of American Women in Radio & Television, Somerset Hotel Boston.

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RADIO

Help Wanted

Managerial

Somewhere there's a program director or chief announcer who wants to step into management. He's young, aggressive, married, owns a car, is willing to start as assistant manager, wants to settle permanently in a multiple station organization at extremely good pay. He has a good announcing background and is willing to work hard to prove worthy of manager's post, probably within a year. He has a thorough knowledge of all phases of independent station operation and can report to work before the end of the year. Send tape, resume and photo to Box 675C, B•T.

Sales manager wanted for midwestern one station market of 40,000. High type community-minded man. Send all details and remuneration required to Box 776C, B•T.

Radio station manager with proved sales ability, for network station in southwest competitive television market. Good living conditions. Real opportunity for permanent capable man. No floaters. Complete details including snapshot and beginning salary. Box 783C, B•T.

WCMT, new station, Martin, Tennessee, needs manager, salesman. Contact J. T. Sudbury, 215 N. Tenth, Blytheville, Arkansas.

Experienced salesman-announcer with ambition, ideas, personality, ready to earn more as assistant manager. Interview required. KBUD, Athens, Texas.

Salesmen

Top salesman, car and coffee money. Southwest station. Send complete details, references, first letter. Excellent compensation for proven producer. Box 805C, B•T.

Salesman: Over 100 million dollar market. Strongest station. Should make at least $7,500.00 first year. Ohio. Box 806C, B•T.

There is a sales job for a thoroughly seasoned professional in one of the first 25 markets. If you can make 1957 the most prosperous year of your life. Station is top rated. 15 percent commission against any reasonable draw. Your inquiry will be treated in confidence if you wish but our present staff knows of this ad. Enclose photo, snapshot will do, composite history of employment. Gross billing and earnings past five years. Promotion of sales staff member makes unusual opportunity available. Box 807C, B•T.

RADIO

Help Wanted—(Cont'd)

Salesmen

Are you ready to step-up in sales work? Here is an opportunity. Texas. Box 759C, B•T.

Salesman: Salary plus commission. Car necessary. Send full information, photo, references and tape if available to KSCB, Liberal, Kansas.

Radio salesman. Expanding sales staff. Must have proven sales ability. Salary plus good commission set-up in 250,000 market. Send full resume plus picture in first letter to Jack B. Chapman, KTSM-Radio, El Paso, Texas.

Announcers

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

Long established station located Carolinas needs good announcer holding first class license. Minimum salary over $400 monthly plus benefits. Box 600C, B•T.

Announcer for kilowatt independent. Opportunity to learn news reporting if interested. $325 start. Box 666C, B•T.

Immediate opening for man with minimum six months experience. Will pay up to $75 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunities for advancement within chain. Send tape, resume and photo. Box 678C, B•T.

One of nation's leading independents in city market of half-million needs outstanding young air salesman with enthusiasm and brightness. Comedy material, gimmicks accepted, but emphasis on audience service with fast-paced music-news-sports format. Top paying job for top personality. Send background, picture off-air audition. Box 808C, B•T.

Ashland, Ohio, independent: New ownership January first. Additional personnel needed: Program director, morning man, salesman. Box 809C, B•T.

Country DJ, experienced morning man. Five day week, must have good delivery and personality. Send tape, resume, salary. Box 810C, B•T.

Opening for smart continuity girl—top rated station in Ohio metropolitan market. Good salary, employe benefits. Send sample material, photo, background. Box 755C, B•T.

"MAN WANTED FOR MURDER"

This headline in a big city Newspaper brought 26 applicants for the job recently. But if this ad brings us just ONE real, honest to goodness Air Personality who will devote as much time to preparing his air show as Don Bell does in preparing Press Releases about himself—

We'll guarantee him. . . . A Top Paying Job in one of our five thriving markets—Miami, Kansas City, Minneapolis, New Orleans or Omaha. Must be available within 2 weeks. Airmail tape and resume to Todd Storz—Kilpatrick Building—Omaha, Nebraska.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer-salesman, suburban Washington, D. C. Must have at least two years experience. Immediate opening. Box 780C, B•T.

Wanted two good combo men. DJ and second phone or DJ and salesman. Prefer men familiar with central Kentucky and country and western programming. Box 789C, B•T.

Immediate opening for top morning man. Number one station in one of midwest's best medium size markets. Morning period has outrated all competition for years. Send full information, including salary, picture, date available and tape. Box 793C, B•T.

Permanent staff announcer for KLOV, Loveland, Colorado. Contact Bill Vogel.

Salesman wanted for new daytimer central Kentucky. Man desired is now top man in smaller operation in this general area but ready to make next step upward to management. Box 790C, B•T.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Top-flight young engineer wanted for position with unusual opportunities in radio and possibly tv. Contact Manager, WKST, New Castle, Pa.

Announcer—experienced deejay who can "intro" top 40 selections with minimum of words. Strong on commercials. Excellent working conditions. Send complete information with tape. Will arrange personal interview later. Write Program Director, WOC, Davenport, Iowa.

Announcers—combination personnel needed immediately. Openings in all 48 states. Specify area and send complete details. Shield Radio-TV Personnel, Box 630, Palm Beach, Florida.

Technical

Engineer-announcer, 250 watt, 100 from New York. Good pay. Box 811C, B•T.

Wanted: Chief radio engineer for job in station offering unusual opportunities in middle Atlantic area. Reply. Box 781C, B•T.

New daytimer central Kentucky needs engineer 1st class, some maintenance experience, some console work originating network shows. This will go fast. Box 788C, B•T.

First class engineer for 1kw daytimer in Kentucky. Box 796C, B•T.

Engineer-announcer. $80.00 for 40-hour week. Chance to become chief. Contact KCOW, Radio, Alliance, Nebraska.

First class engineer. Am and fm maintenance. Board operation. Announcing helpful but not necessary. Paid vacations. Send details and expected salary to George Volger, Manager, KWPC, Muscatine, Iowa.

Urgent—need first class engineer as of yesterday. 1kw daytime going to 5 after first of year, nondirectional. Should be qualified to maintain equipment and be above average announcer or salesman. Send photograph and resume to R. H. Gunckel, Jr., Station WABR, Box 7547, Orlando, Florida.

Chief Engineer: Maintain remote operation, little announcing. Excellent equipment. Pay commensurate with ability. Write WCRO, Johnstown, Pa. Phone 9-1187.

Wanted: Engineer-announcer . . . combination. Ideal working conditions . . . salary open. Write WGTN, Georgetown, S. C.

Urgent! Need chief engineer-announcer. Apply WPFD, Darlington, South Carolina. Good working conditions. Salary open.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer-announcer. 5kw daytime, excellent working conditions with growing organization with several stations. Opportunity for advancement. Contact immediately. WKYR, Keyser, West Virginia.

Immediate opening for first class transmitter operator at WOWO, Fort Wayne, Indiana. Good working conditions. Good benefits. Send full particulars to Chief Engineer.

Help wanted: Operator with first phone. WSYB, Rutland, Vermont.

WTOC, 5kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Engineers: Radio-tv openings from coast-to-coast. Send full information. Shield Radio-TV Personnel, Box 630, Palm Beach, Florida.

Programming-Production, Others

News director—challenging local news job open in extremely active news market. Outstanding kilowatt independent offers real news opportunity and good salary to experienced, aggressive, mature newsman. Box 570C, B•T.

Tv-radio program directors, others. Opportunity now exists to add to your income by $100 to $400 per month without distracting from your present job. National, industry-accepted organization. Write in confidence for complete details. Box 690C, B•T.

Need good newsman for radio-tv operation. Need man who can do on-the-air and on-camera work, who can write and prepare his own news. Complete facilities available including, AP, UP, facsimile, Movietone News films and two local photographers. If you think you qualify call Bill Neel, KTVH-KTHS, Little Rock, Arkansas.

A fulltime experienced newsman needed for progressive Mass. daytimer, who will also head up public service and special events. Self-starting mature-minded men only will be considered. Announcing secondary to news gathering ability. WESO, Southbridge, Mass.

Farm director for central California station. Agriculture journalism, Agriculture college degree or farm background. Must write and voice. Personal interview required. Send resume and tape to Personnel Department, McClatchy Broadcasting Co., Sacramento, California.

Copywriters: Opportunities nationwide. Send complete information now. Shield Radio-TV Personnel, Box 630, Palm Beach, Florida.

Register with us for better jobs! Nationwide service. Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

Situations Wanted

Announcers

Basketball announcer did 83 games past season including major university. Box 610C, B•T.

Top country DJ-announcer. Guitar. Fifteen years experience. Third. Married, permanent. Available January. Box 800C, B•T.

News and music. Straight. Sincere, sober, stable. Experience all phases tv. Board experience but no first phone. Box 757C, B•T.

Announcer, lots of experience, south or southwest, tape, photo, resume. Box 763C, B•T.

Lousy DJ but good on news, commercials. Eight years experience. Box 769C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Top disc jockey with a mature, informal, witty adlib approach. Top "Hooper" rated shows. Show business experience; acting and singing. Proven sales record, both on and off the air. Six years radio and television. Combo operator. Ability to work with writers. Box 772C, B•T.

DJ-copywriter, 34, eight years experience, presently employed. Desires combination copy and air work schedule. Any offers? Box 773C, B•T.

Negro deejay, all-around wake-em man interested in small station, emphasis sales, good market —good car. Box 774C, B•T.

Suddenly it's me! Idea-gal . . . disc jockey, promotional expert guaranteed. Aggressive, ambitious, I'm what you need. Hire me now! Don't refuse . . . what've you got to lose? P.S. Happy New Year! Box 779C, B•T.

Experienced announcer. Strong news, DJ, play-by-play all sports, tape, air check on request. Box 782C, B•T.

After six years as combo, my wife has decided that I'd like to hang my first phone ticket on your wall, do a few hours of your friendly, shirt sleeve morning show, and have you teach me selling the rest of the day. Resume. No tapes. Box 785C, B•T.

Managers: Here is complete staff of two men: 1. 4 years announcer, 2 years program director, experienced sales, 2nd phone. 2, Chief engineer, experience remote control, some announcing. Want small station south or southeast. Box 876C, B•T.

Available immediately—experienced announcer, DJ, tv. 5 years. Recent discharge from AF, not AFRS. 24. Soon married, desires position with opportunity, advancement. Excellent references. Box 791C, B•T.

5 years DJ and sports play-by-play . . . some selling . . . seek night or morning shift in California or southwest. Box 792C, B•T.

Experienced. Available. Announcer. PD. Promotion sales or combination of $90. Box 794C, B•T.

Girl DJ, broadcasting school graduate, strong commercial delivery, news, dependable, capable, uses initiative. Box 795C, B•T.

Top DJ to relocate. Four years experience . . . network station and 5000 watt independent. Now have own three hour show six days a week. In sixth market. Excellent air personality and salesman. Only top stations reply. Box 798C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Mature voice of network quality available for major market station. Strong on news, commercials. Light experience, southern network affiliate. Tape available. Jay Benjamin, 178 Ocean Parkway, Brooklyn 18, New York.

Announcer: Limited experience. Plenty of ambition and potentiality. Experience in news, commercials, and disc jockey work. Please write John J. Bobinski, 94 Center Street, Clifton, New Jersey.

Negro broadcasting school graduate, strong on news, rock and roll shows. Tape. William Burnett, 5628 Calumet Avenue, Chicago, Illinois.

DJ, own show, combo man, news, sports, commercials, pop, country. 3rd class license, operate newest board. 2 years metropolitan midwest and southern experience, vet, 24, college, prefer east or tv possibility. Currently employed KUSN. Available 2 weeks. Jack Davis, 221 North 8th Street, St. Joseph, Missouri. Phone from 7 p.m. to 9 p.m. 4-9044.

Announcer: Some experience. Ambitious. Good potential. Good on news, commercials, DJ. Operate own board. Will travel. Paul DeLaura, 336 Dodd Street, East Orange, New Jersey.

Announcer, young, low on experience, high on ambition. Good on news, commercials, DJ. Can operate own board. Bob Pardua, 59-11 Queens Blvd., Woodside, Long Island, N. Y.

1st class engineer-announcer, 3 years experience as newsman, chief engineer, DJ and staffer. Prefer west coast. Will consider elsewhere. William Schwartz, KDSN, Denison, Iowa.

Looking for help? Write us! We have the "right" person for the "right" position! Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

Technical

Want transmitter position, 1st radiotelephone, various repair work, car. Box 771C, B•T.

First phone engineer, experienced. Want combo-salesman, other. Consider some announcing. Available February. Box 775C, B•T.

(*Continued on next page*)

PREFERRED ENGINEERING OPPORTUNITIES

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SENIOR POSITIONS

MAJOR MULTIPLE OPERATOR

IN

KEY EASTERN MARKETS

WRITE IN DETAIL TO

BOX 743C, B•T

All replies held in strictest confidence

RADIO

Situations Wanted—(Cont'd)

Technical

Presently employed chief engineer of radio and vhf television stations desires to make change to either radio or television. Wide experience in radio and television, including planning and construction. Box 787C, B•T.

Programming-Production, Others

Program director! Also experienced promotion, sales. Idea, hard worker, permanent, good! Box 768C, B•T.

Experienced man for programming, original copy, or traffic. Married. A.B. Degree. Prefer south. Box 777C, B•T.

Southern Florida attention! Need a gal experienced in copywriter or selling? That's me. Write Box 797C, B•T.

Attention west coast network affiliates. Top midwest deejay available immediately for late night or all night shift. Young, plenty experience radio and tv. Prefer southern California. Phone CL 5-4743, Mt. Prospect, Illinois, write 706 Pine.

TELEVISION

Help Wanted

Salesmen

CBS affiliate N.E. needs experienced television salesman. Salary plus commission. On-the-air accounts plus active leads make this an exceptional opportunity. Box 756C, B•T.

Announcers

Wanted: Staff announcer, some specialty work. We need a man with ideas. It's all television, no radio. Apply in writing or in person only. No phone. Peter F. Gallagher, Program Director, WGLV-TV, Easton, Pennsylvania.

TELEVISION

Help Wanted—(Cont'd)

Technical

Wanted—tv technician, college graduate preferred, FCC first class radio-telephone license required. Good starting salary with opportunity for advancement. State experience in letter. Vhf network affiliated maximum power station. Box 801C, B•T.

Michigan full-power vhf requires transmitter engineering personnel, including supervisory. Send full details on training, experience, salary requirements. Box 802C, B•T.

Established South Carolina vhf has excellent opening for experienced transmitter engineer. Give complete resume first letter. Box 737C, B•T.

Help wanted: Expanding maximum power midwest NBC affiliate needs two 1st class engineers who are familiar with a switcher, and two 1st class transmitter men. Salary commensurate with ability and experience. Opportunity to advance to supervisor. Only top 1st class engineers considered. Contact Chief Engineer. Box 765C, B•T.

Immediate opening for tv engineer. Network vhf station. KKTV Colorado Springs, Colorado. Willis Shanks.

Kinercording engineer, send experience, recent snapshot, salary expected, references. KRMA-TV, 12th and Welton Streets, Denver, Colorado.

Tv studio engineer wanted. Fine opportunity with RCA equipment for recent technical school graduate or a radio man wanted to get into television. Send resume of background and recent snapshot. R. R. Owen, P. O. Box 1640, Columbus, Georgia.

Programming-Production, Others

Lighting supervisor with pictorial taste, dramatic sensibility, knowledge of response of electronic system—for station in midwest city. Submit full resume and salary requirements. Box 770C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Production manager-director. A better-than-average opportunity awaits a better-than-average applicant. Thoroughly experienced, live-wire, with workable ideas for good low-budget production. Versatility and imagination essential, as is ability to produce, direct, switch and handle other production details, including traffic and copy supervision. State starting salary expected, give full particulars about previous experience and attach small snapshot. Confidential. Contact Bob Bostian, WAKR-TV, Akron, Ohio.

Wanted immediately. Experienced continuity director. Salary open. Send resume, and references to Tom Mathews, WNEM-TV, Bay City, Michigan.

Situations Wanted

Managerial

Sales manager radio-tv wants advancement. Can produce sales, management, promotion. Degree. Family. Box 766C, B•T.

Salesman

Attention: Florida, Washington, Oregon. Radio-tv sales manager seeking larger market. Degree. Experienced all phases broadcasting. Box 767C, B•T.

Announcers

Available January! Announcer-director. Broad experience. Good "team" man! Large city! Box 803C, B•T.

Programming-Production, Others

Radio-tv news director, seven years experience, all phases, including on-camera work, newsreel knowhow, plus still photography. Excellent references. Box 804C, B•T.

RADIO-TELEVISION

HELP WANTED

National has a multitude of outstanding jobs for outstanding people listed at this moment in both Radio and Television, and in all parts of the country. If you are interested in a job that fits your capabilities both now and in the future, contact National today. If we don't have one on file, we'll find one for you.

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National has a number of top quality Radio and Television people with experience in nearly every phase of Broadcasting available right now. Because we've checked, we can recommend them to jobs that fit their qualifications. Call National. You'll find that a National Man is the Right Man for the Job.

Personnel and job requests are still pouring in from ALL sections of the country. List NOW with National for the job OR person you've been looking for! Write, wire or phone M. E. Stone, Manager, today for complete information. NATIONAL HAS THE PEOPLE AND THE JOBS.

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FOR SALE

Stations

Kilowatt daytime in middle-Atlantic state. Two station market in excess of 100,000. Now making money with plenty of future potential. Ideal for resident owner-manager operation. Profit under this arrangement in high four figure category. Can easily be built into five figures. Information only to financially qualified prospects. Give financial qualifications in letter of inquiry. $65,000 if cash. And will consider terms. Box 745C, B•T.

For sale: Kilowatt am in northwest college town. Full price $50,000.00, ½ down, ½ terms. Write 784C, B•T.

Industrial metropolitan market station, priced within 1½ annual gross. Terms available to responsible parties. $30,000 will make down payment. Paul H. Chapman Company, 84 Peachtree, Atlanta.

West Virginia regional station. Steady earnings record. Depreciable assets. $100,000—30% down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Profitable secondary market station deep in Dixie. $50,000 for majority control, payable $19,000 down, balance over 9 years. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Listing TD. Southwest AM station. Highly industrialized and diversified market. County seat. Served by five railroads, and accessible by air-direct, by deluxe name trains (through cars from New York City) and national highways. Huge military installation. Virtually unlimited water supply. Mild climate. Market 70,000. Fine public schools, private college, and Catholic schools. Gateway to large year-round resort area, with deluxe lodges, boating, fishing, covered by the 0.5mvm signal of the station, per owner's data. Requires $22,500 cash. Ralph Erwin. Broker. 1443 South Trenton. Tulsa. No information by telephone.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

RCA, 10 kw diplexer, channel 3. 2 RCA harmonic filters, 10 kw for 60 to 72 mc. Hi-band conversion for RCA TT-5A transmitter. Contact John Gort, KDLO-TV. Garden City, S. D.

Four RCA 44BX microphones. All in good condition. Three factory reconditioned, one new past year. Studio used. Price $90.00 each. Lot price $335.00, cable included. Write Chief Engineer, WCUE, Akron 8, Ohio.

Microwave reflectors, 6 ft. by 8 ft. made by Tower Construction Company, new, in original crates. Make offer. Pete Onnigian, Chief Engineer, KBET-TV, Sacramento, California.

WANTED TO BUY

Stations

Responsible executive with 12 years of radio experience in all phases of the business is interested in purchasing all or part of Wisconsin, Michigan or Minnesota station. Will take active part on sales, programming, management. Reply Box 698C, B•T.

Wanted to lease: 1kw daytimer in North Carolina. We're ready January 30th. Box 736C, B•T.

Wanted: Radio station by experienced owner. Give complete financial facts. Confidential. Box 760C, B•T.

Interested in Arkansas, Missouri, Kansas or Oklahoma station. Box 762C, B•T.

Equipment

Wanted to buy: One used 1kw AM transmitter for standby for cash. Send details and price. Box 907A, B•T.

Control board and other broadcast equipment for new station. WJOI, Florence, Alabama.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Salesmen

SALESMAN—NOW

Leading radio-tv program producer-distributor has opening in expanding sales organization. Film, ET library, radio syndicated, station, representative or agency sales experience a must. Send complete information including snapshot.

Box 764C, B•T

SALESMAN

Want top-notch radio time salesman at top-notch wages! Send resume, photograph to "Salesman." P. O. Box 98, Newport News, Virginia.

TELEVISION

Help Wanted

Technical

WANTED: Engineer — first phone ticket. Operation and maintenance, 48 hour week. State experience and starting salary.

Box 758C, B•T

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

PROMOTION MANAGER

Television Station Promotion Manager good Western VHF market. Successful applicant must combine knowledge all sales promotion statistical and accounting procedures, competitive costs, local and national advertising, merchandising and publicity, make-up, layout, and copy. State minimum salary required and availability.

Box 671C, B•T

ON-CAMERA NEWSMAN
PERSONALITY-PLUS
DIG IT FAST
WRITE IT EARTHY
TV EXPERIENCE PREFERRED

Illinois TV station will accept well grounded newspaper or radio reporter with lightning-fast comprehension, powerful personality, well organized work habits. This in preference to a more experienced mediocre TV newsman. Salary range $500-$600 monthly. TAPE, PHOTO, RESUME, WORKING REFERENCES on first reply.

Box 761C, B•T

INSTRUCTION

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!

Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts January 28th.

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Happy 1957, With Reservations

ON THE EVE of a new year, it is customary to be optimistic. We share the popular belief that the thing yet to be experienced is more apt to be good than bad.

We felt so on Dec. 31, 1955, and events since then have confirmed our expectations. Television business has continued to expand. Radio has rallied strongly. In the main it can be said that for both radio and television 1956 was a good year.

Judged only by economic forecasts, 1957 (at least the first half) should be a good year too. U. S. business as a whole appears sound. This promises an expanding advertising economy which in turn promises more dollar volume for radio and tv.

Unfortunately, however, the destinies of radio and television are not shaped by economic conditions alone. The attitudes and actions of government have a significant effect on these media. In considering the Washington outlook, we find our optimism somewhat diluted.

Within the next month or so two Congressional committees which have extensively investigated broadcasting will issue reports. These are the House Antitrust Subcommittee and the Senate Commerce Committee. If these reports do not recommend legislation, they will certainly contain strong advice to the FCC.

At mid-year the FCC's own network study staff is expected to report on its long investigation. What this staff will recommend is, of course, conjectural. We strongly doubt, however, that any of these three reports will suggest that things are fine as they are. To do so would imply that the investigations were useless.

So changes will be urged upon the government. The nature of these changes, if any actually come about, could have a profound effect upon broadcasting. Until the course of government becomes clearer, we must greet 1957 with reservations.

As Congress Convenes

A REALISTIC approach to television allocations is being exhibited in both official and trade circles as a new session of Congress convenes to pick up where it left off last session. And at the last session there was more travail about television than in any other Congress

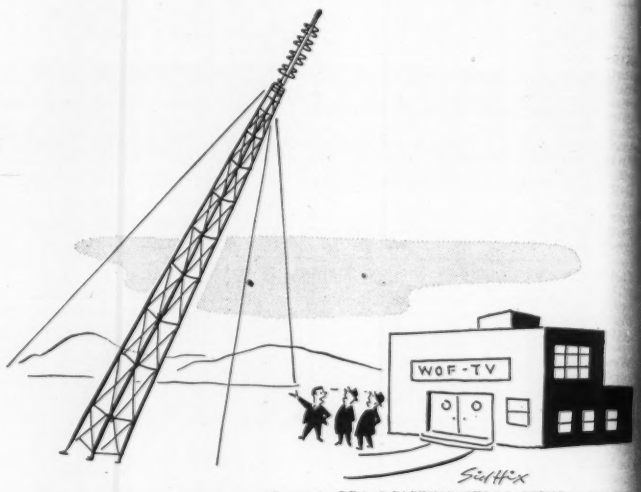
The root of the tv problem is scarcity—not so much in the number of channels available as in the number of desirable assignments that can be made under existing allocation standards, pending determination of the use that can be made of uhf's 70 channels in effecting nationwide, competitive service.

The FCC has before it as unfinished business the proposals for deintermixture in 14 markets. These, at best, would constitute only a partial solution of the basic problem if, indeed, they could be effected without protracted litigation. Deintermixture, it is now obvious, was contrived to get the FCC off the Congressional hook until it could find some way out of the allocations wilderness. A big effort in that direction was the formation of the Television Allocations Study Organization (TASO) to measure both uhf and vhf service and provide for the FCC an engineering and research foundation upon which to devise more efficient allocations. But this overall task necessarily is time-consuming.

In the interim, there must be other relief—the licensing of additional stations in underserved areas to enable adequate competition. The alternative will be more rigid regulation—the inevitable price when scarcity affects an area in which government franchises are involved.

There is a plan before the FCC, as reported exclusively in last week's B•T, that holds out hope for this kind of relief—not on an interim, but a long range basis. It is the Craven plan. It would drop the table of assignments in the Final Television Report of 1952 which anchor assignments to particular markets, a sort of planned economy. The Craven plan would permit applications without regard to the assignment table, so long as milage separations and engineering standards were adhered to. This would mean voluntary shifting of some operating stations to procure clearances.

Necessarily, the unused educational reservations would be erased. Based on the preliminary studies, at least two dozen new assignments would be available, with a potential of possibly 65 moves that could be made to provide new vhf stations without resorting to reduced separations. The benefits appear to far outweigh the drawbacks. The plan certainly warrants serious consideration. The stakes are large, because unless there is relief, complaints will be heard again in Congress and the result could be ill-conceived legislation that would shackle tv with greater regulatory burdens.



Drawn for BROADCASTING•TELECASTING by Sid Hix

"We knew the construction engineer was from Italy, but we never asked what city."

The Craven plan would not preclude benefits which might accrue through the development of uhf, as envisaged by the TASO program. It encourages uhf development and fosters manufacture of the all-channel receivers.

Meanwhile, other moves are being made. The Assn. of Maximum Service Telecasters has implemented its organization and is establishing permanent headquarters in Washington. It is fortunate in getting Lester W. Lindow, vice president-general manager of WFDF Flint, as its fulltime executive director. Mr. Lindow knows broadcasting and he knows Washington. He will be on the scene to foster full development of all tv—both uhf and vhf—but on guard against any move to reduce standards and separations.

While these projects move forward, it becomes more evident than ever that redoubled efforts are needed to kill the excise tax on all-channel tv receivers. Mere filing of statements with congressional committees won't do it. That's been tried before. What is needed is expert testimony showing, as it must, that by eliminating the 10% excise on all-channel receivers (and keeping it on others) manufacturers will be stimulated into large scale promotion. Set sales should boom. Manufacturers and retailers will pay in income taxes far more than the $100 million excise taxes they now pay.

Backing up this expert testimony, all television broadcasters should indoctrinate their Congressional delegations on the importance of this action in the future of television. Without uhf there can be no tv on a footing comparable with radio. Without tax relief, uhf may not survive.

Big Time

TIME Inc., phenomenon of publishing, becomes an important entity in broadcasting with its acquisition of the Consolidated (Bitner) stations in Indianapolis, Minneapolis and Grand Rapids.

The transaction should get FCC clearance without undue delay since Time Inc. simply picks up where Crowell-Collier was forced to leave off in its bid for the same properties with the collapse of that publishing empire. Moreover, Time Inc. is already an accredited licensee having been in the broadcast field for several years with a less imposing string of three-city properties, one of which now must be sold under the FCC's multiple ownership regulations.

Time Inc. will wind up with radio and tv properties in five excellent markets. It has allowed its stations to become integral parts of their communities without interference from headquarters. Top direction is entrusted to one of Time's experienced executives. Weston C. Pullen Jr. Wayne Coy, former FCC chairman, is not only directing head of KOB-AM-TV Albuquerque, but also Time's top consultant. In Hugh Terry, who heads KLZ-AM-TV Denver, Time Inc. has a most talented broadcaster.

We wish Time well as it enters Big Time broadcasting.

First in Houston with TV Experience...Over 700 Man-Years

The Golden Gulf Coast Market has been sold on KPRC-TV ever since it made Houston's first telecast in 1949. Today's excellence in market-wise programming, production, promotion, and engineering is the result of these years of experience. KPRC-TV remains first in the eyes of Gulf Coast viewers . . . mornings . . . afternoons . . . evenings . . . all the time, and over 700 man-years of experience is the priceless ingredient that makes it so.

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FIRST IN TV — WITH OVER 700 MAN-YEARS EXPERIENCE

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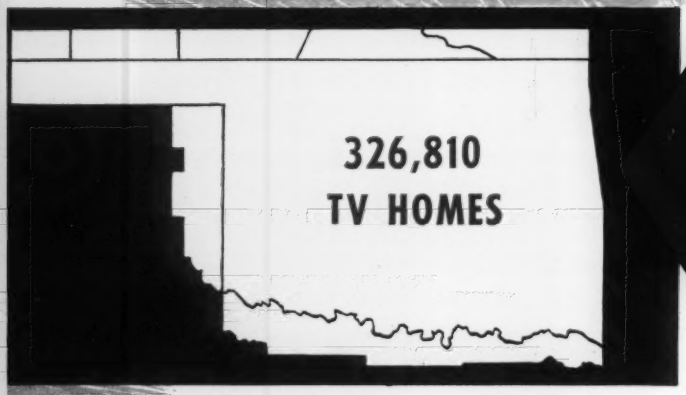

WKY-TV

66 COUNTY COVERAGE

54 counties in Oklahoma
4 counties in Texas
8 counties in Kansas

OTHER OKLAHOMA CITY STATION

46 COUNTY COVERAGE

46 counties in Oklahoma
(8 less than WKY-TV covers)
0 counties in Texas
0 counties in Kansas

In the Oklahoma City Coverage Area . . . 18% More TV Homes are available to you on WKY-TV . . . Homes that are simply not in the coverage picture of the other station.

WHAT'S THAT ABOUT FRINGE AREA?

Certainly, some of WKY-TV's Neilsen coverage is fringe. All television stations have a fringe area.

The question is . . . *how far out is the fringe?* The fact that WKY-TV's coverage is 20 counties bigger means that the fringe is that much farther out . . . and the good, sharp, steady "city-type" picture is just that much farther out than the other station's, too!

CALL YOUR KATZ MAN for a copy of the entire N. C. S. #2, from which all figures above are taken.

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WKY-TV NBC
THE NATION'S FIRST COLOR TELEVISION STATION
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WSFA-TV, Montgomery, Ala. WTVT, Tampa, Fla.
Represented by THE KATZ AGENCY, INC.